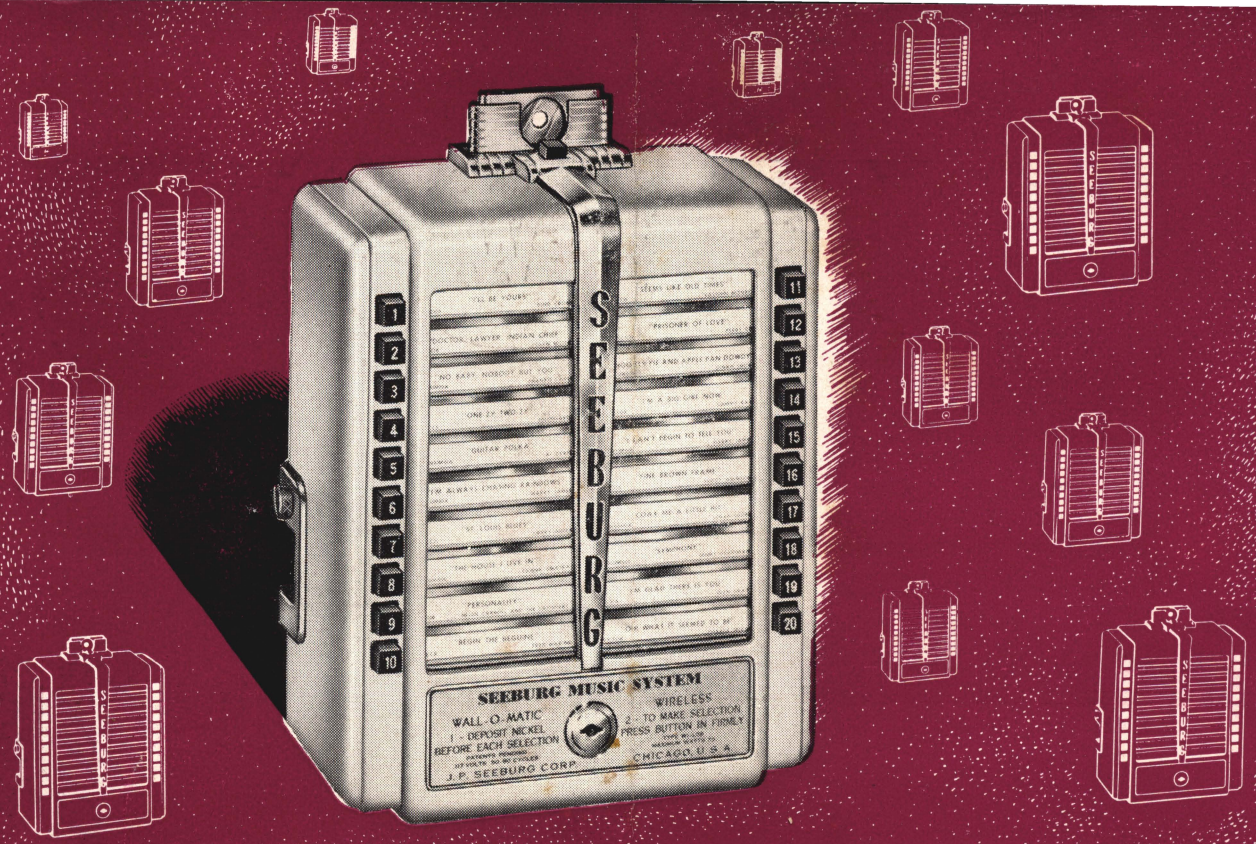
THE COIN MACHINE REVIEW

August, 1946

THE NO. 1 PHONOGRAPH OF OUR TIME

AMI

AUTOMATIC MUSIC INCOMPARABLE

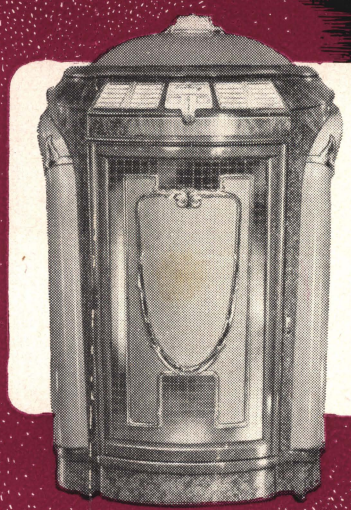


Install a Wallomatic ANYWHERE...

...Plug Into a Light Socket

It's as easy as that with

Wireless Remote Control



You know how selective wall boxes encourage playing. You know how difficult it is to string wire from the phonograph to many different points in a location. Seeburg Wireless Remote Control no longer makes that necessary.

Just install the Wireless Wallomatic anywhere. Plug it into any electrical outlet, and every customer can make his selection with minimum effort.

Wireless Remote Control is a plus advantage you get with the Symphonola "1-46." The Seeburg Music System brings you everything you could ask for—fresh styling—improved engineering—easy operation—reduced maintenance—Scientific Sound Distribution.

"Be Sure Buy Seeburg"

Seeburg

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1500 N. DAYTON ST. • CHICAGO, 22

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JACK R. MOORE COMPANY
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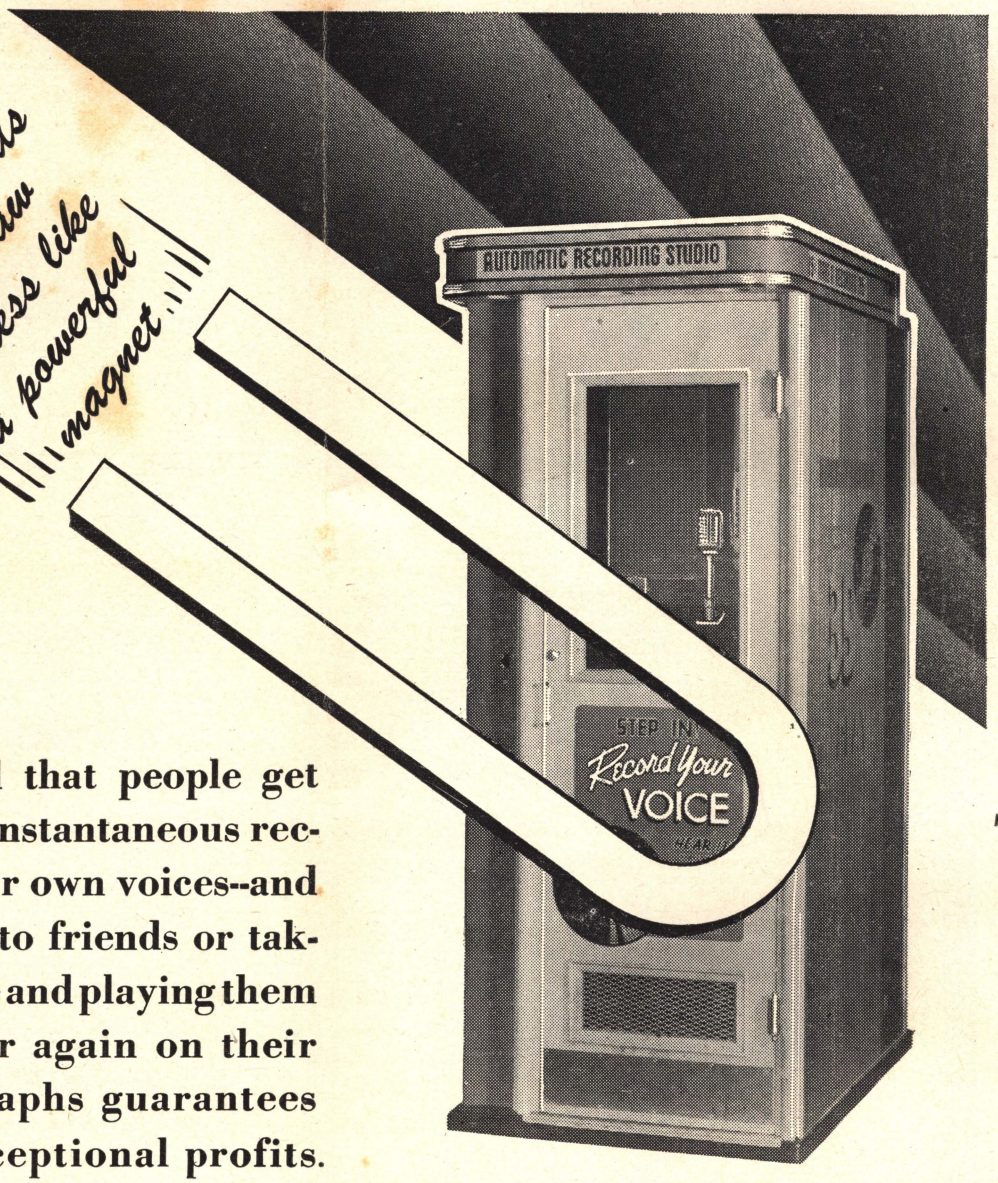
348 Sixth Street, San Francisco, Calif.
100 Elliott, West, Seattle, Wash.
4 No. Bernard St., Spokane, Wash.

3 Little words that draw business like a powerful magnet



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COIN MACHINE REVIEW 3 FOR AUGUST 1946

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COIN MACHINE REVIEW

5

FOR AUGUST 1946

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NOW READY! **AMI Model "A" Phonograph** NOW READY!

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Payout Tube	1.00
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Amplifier Repair Cradle	5.95
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MISCELLANEOUS

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1c & 5c Coin Counter	1.35
Twin Coin Packer	2.00
Staple Driver	3.70
Cable Stripper	4.95
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Zipcord 250' Spool	4.95
12" Speaker 16 oz.	9.75
Walnut Spkr. Cabinet	4.95
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Flexible Claws 9"-12"-15"-18"	.59 up
Socket Screw Kit (9 Tools in 1)	8.25
Offset Screw Driver (set of 3 sizes)	1.50
Universal Box Brackets pr.	7.95
Penny Scale ($10.00 capacity) complete with case	16.50
Weller Speed Iron	12.95
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A COMPLETE STOCK .0002 MFD. TO 16 MFD.
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B-3 Bakelite Pickups	3.00
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ALSO SWITCHES, CONDENSERS, RESISTERS, COILS, SPRINGS, ETC. FOR ALL MODELS.

MISCELLANEOUS MUSIC

Main Gears (Wurlitzer - Seeburg)	$ 2.95
Wurlitzer Star Wheel & Pin	.75
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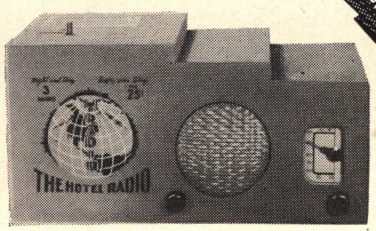
TRADIO

THE "PAY AS YOU PLAY" RADIO

TRADIO opens unlimited new opportunities to distributors of coin-operated equipment!



The equipment — TRADIO, *is greatly superior to radios merely adapted to "Coin Operation". TRADIO was specifically designed by engineers to be the finest coin operated radio that could be built. Tested for years. All "bugs" removed. TRADIO has a super-sensitive, hum-free circuit. Ideal indoor selectivity. Accoustically modulated, Variable Volume Control. All metal absolutely tamper-proof cabinet. Functionally designed with "vent" dissipation of heat prevents warping or buckling. New simplified electrical metering. 3 hours for 25c. Choice of A.C. or D.C. TRADIO is unconditionally guaranteed for 1 year!* **UNDERWRITER APPROVED.**

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W. R. ALLEN & CO., 160 Main, Booneville, Ark.
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In N. C., S. C.
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Announcement

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Bally's First Post-War Console

DRAW BELL

A three-reel, bell-fruit type Console with a new hold-and-draw feature. It has all the flashy come-hither of the old familiar bell and cherry symbols, all the suspense of three spinning reels — plus a brand new feature whereby, if a player misses on the first spin, he can deposit a second coin, hold one or two reels and spin again to fill out a potential combination to an actual winner. For example, bars on the outside reels and a cherry in the middle. Who wouldn't play a second coin to hold the bars and spin the center reel again to try for a third bar and a big juicy jackpot? Practically every non-winner has the "makings" of a winner and players can't resist a second spin.

DRAW BELL on test locations, in both nickel and quarter play, are out-earning all other consoles and bells. Operators who want to see some really sensational collections should see us today for early delivery on DRAW BELL.

Earn Biggest Profits in All Pay-Table History With Bally's VICTORY DERBY

ONE BALL MULTIPLE PAY-TABLE

VICTORY DERBY operators in every section of the country are turning in biggest collections in all pay-table history. Hundreds of VICTORY DERBY games on location six to eight months are still ringing up record-making profits week after week. Get your share. Order VICTORY DERBY today.

One or Five Ball Replay Multiple

VICTORY SPECIAL

Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play . . . and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

Bally's SURF QUEENS

NEW FIVE BALL NOVELTY GAME

A winner in a class with Bumper, Bally Reserve and other historic Bally games. For fattest novelty profits in years order SURF QUEEN now.

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COIN MACHINE REVIEW

9

FOR AUGUST 1946

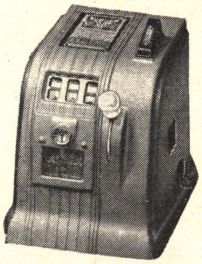
Daval Leads the Field!

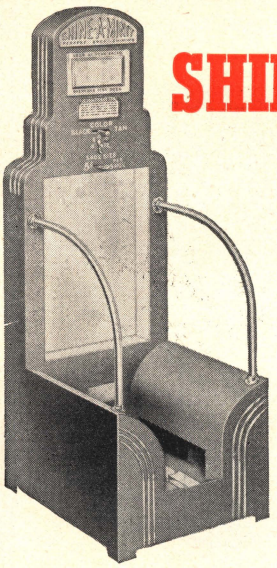
"AMERICAN EAGLE"

(NON-COIN-OPERATED)

"BUDDY"

1c PLAY CIGARETTE REELS





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5c each Shoe

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SEE IT TODAY!

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LIGHT BULBS — FUSES

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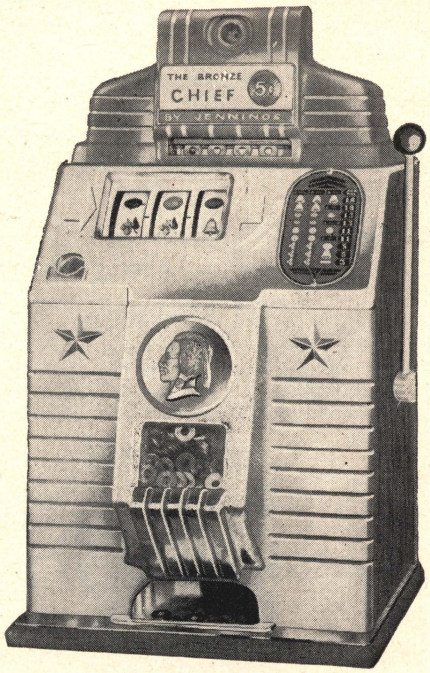

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Bally DRAW BELL
Bally VICTORY SPECIAL
Bally SURF QUEEN
Gottlieb new DAILY RACES
Gottlieb SUPER LINER
Williams DYNAMITE
Chi Coin GOALEE
Genco TOTAL ROLL

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THE COIN MACHINE REVIEW

AUGUST, 1946

The 157th CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $2.00 for 3 years—minimum term accepted; 50c per copy.

GAME COSTS SPIRAL TO NEW HIGH AS I. C. C. OKAYS FREIGHT HIKE

Inequalities In Present Tariff Structure Blasted By Distributor

CHICAGO—Coin-machinedom is feeling the recent six per cent freight rate increase authorized by the Interstate Commerce Commission where it hurts most — in the lining of its billfold. Those receiving shipments from the East are paying an additional five per cent.

But the end is not yet in sight. The aggregate increase of 11 per cent is just a stop-gap, a strip of thin bacon tossed to a famished lion. The railroaders and truckers have been persistently petitioning for a 25 per cent boost since 1942 and their tenaciousness has not been reduced one iota by the temporary grant. The gathering snowball was considerably defrosted recently when the Supreme Court ruled against the I. C. C. placing new class rates into effect and by the appearance of Chester Bowles and OPA's Paul Porter before the I. C. C. as witnesses against the raise. However, the freight companies can circumvent the Supreme Court ruling by adding to their present rates instead of placing new rates into effect if the I.C.C. will approve. With Bowles now out of the picture and the OPA being bandied about by Congress, the carriers may succeed in reaching their 25 per cent goal.

In granting the general six per cent increase and the additional five per cent for Eastern lines, the I.C.C. stated that some increases were justified in view of "increases in wages and prices of materials and supplies and declining volume of freight traffic and revenues from passenger traffic."

Already burdened with the highest production costs in its history and by shortages of material and parts, the Coin Machine Industry views the new increase and any impending ones as additional humps on an ever-rising cost bulge.

Who will absorb the new freight increases? A survey of jobbers and operators reveals the following:

As most games are shipped F.O.B. point of origin, the manufacturers step out and it becomes a jobber problem. Will the distributor pass the uppage along to the operator? No inflexible rule of procedure can be laid down. Some jobbers feel that on high-profit items they can absorb the increased freightage — but only to a certain point. Others are passing them along to the operator regardless of the type of equipment

TURN PAGE

Pin Games For Vets Hospitals

WASHINGTON—The value of coin games as an important medium of entertainment was forcibly demonstrated when the Veteran's Administration purchased 250 combination pool and pinball games from Hirsh Coin Machine Corp. for installation in veteran's hospitals throughout the country.

Shipment was forwarded by Hirsh Coin to the VA's Supply Depot in Horseheads, N.Y., from where it will be redistributed.

Automatic Coin Enlarges

CHICAGO—Boosting their existing area 8,500 square feet, Automatic Coin Machines & Supply Co. will unveil their new plant at 4137 Armitage Avenue early next month, according to Owners Irving Ovitz and Oscar Schultz.

Modern in every respect, the new offices will be completely air-conditioned.

New Distribution Starts

INDIANAPOLIS—South Side Amusement Co., distributors for pinball machines and automatic phonos, has been opened by Douglas Edwards at 718 Shelby Street.

On the Cover—

This month Earl Carroll, the world's premier exponent of the "Most Beautiful Girls in the World," presents this exclusive REVIEW cover subject of Ann Stuart, and subtly captioned: "A New Idea in Leis." Note the cute Hawaiian motif including a modified version of the old Hawaiian war drums.

Introducing AUTOMATIC VENDING

THE REVIEW proudly presents, in this number, the first issue of a magazine - within - a - magazine, devoted to AUTOMATIC VENDING.

Just as it pioneered the first department for Automatic Music back in 1935, THE REVIEW foresees the tremendous future for automatic vending and the need for a publication exclusively devoted to this specialized field. AUTOMATIC VENDING will be just such a magazine and will lend every cooperation and help to the men and women in whose hands lie the ultimate destiny of this billion dollar potential.

We invite your thorough inspection of the first publication of AUTOMATIC VENDING and your comments, as usual, will be sincerely appreciated by the editors.

Call
DR. 3209
For Automatic Equipment, Parts and Supplies
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

REPAIRS
PARTS
REFINISHING
SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE
G. B. SAM
541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

involved. Very few jobbers are absorbing all freight costs all the time.

It is an irrefutable fact that with freight costs mounting, the day is not too distant when the jobber will be forced to append freightage to all sales without exception.

With the entire freight structure a matter of deep concern to every one in the Industry, this is a good time to turn the speaker's dais over to Leonard Micon of Pacific Coast Distributors, Los Angeles.

Says Leonard: "My complaint is not directed at the I.C.C. over the latest increase. After all, coin machines are not the only commodity being shipped in this country, and our Industry must bear the burden along with many others. However, the present scale is discriminatory, unfair and unjust to phonograph men, and we need an organization like the CMI to bring our case to the attention of the I.C.C."

Micon pointed to the rates on rail and slow motor freight shipments from Chicago. (The same ratio applies anywhere in the United States.) "Speakers, wall boxes, and parts take a $3.71 per hundred pound rate. Five-ball free-play pin games are charged at $2.70 per C. One balls, slots and consoles ship at the $3.71 figure. Phonographs are also in the $3.71 category.

"Now why should phonographs be included in the same tariff rate as slots and consoles when the latter are classified as gambling devices? Why should the five-ball game be so much lower than phonographs? Phonos should at least be shippable under the same rate as pin games. Of course, carload shipments bear a lower tariff but that doesn't change the rate pattern now in effect.

"I have talked to the freight companies and pointed this discrepancy out to them and they agree that phonograph men are being given an unfair deal. But what can the freight companies do except offer sympathy? The organization which sets the rates and is empowered to make any adjustments, the Interstate Commerce Commission, is the one which should be approached. And the body of men best qualified to make that approach and present the true picture is the CMI.

"Personally I feel that every phonograph operator, jobber and manufacturer should immediately write the CMI calling it to their attention, and if the CMI hears the 'Voice' of their members loud enough, they will start action. You cannot rectify an unfair situation by sitting back in your office or home griping about it. What we need is concerted action—now!"

New Conversion Offered

SEATTLE—The Duro-Matic Co. has been organized here by Dave Martin, Earl Everett and Sam Grossman to produce a new escalator conversion for Bell-type machines.

Dave Martin, whose experience in slots dates back to 1929, and Earl Everett, who has known Martin since boyhood, have just returned from a fast trip through Oregon, Nevada, and California, where they appointed a number of distributors and wrote a stack of orders. The two visited the home office of THE REVIEW and stated that in the first five days of their trip they took orders for 25,000 units and were finding all distributors enthusiastic about the conversion. Meanwhile, Sam Grossman has been very busy at Duro-Matic's Seattle headquarters answering a flood of inquiries by phone and mail.

The conversion can be installed in 20 minutes on any Mills escalator and will line up with any mechanism, without adjustments, according to Martin, company president. It is precision-built, with all metals tested for strength and durability, and is automatic in operation. One model has been test-run in the Seattle factory for weeks without jamming.

Suggestion to Congress: Let's Draft Beer

CHICAGO—This city is going dry. And the law that's responsible does not come from the hallowed halls of our legislature but one that is enacted by day-to-day circumstances: the law of supply and demand.

Demand for beer during the hot summer days is high; supply is scraping the bottom of the barrel.

Less beer means shorter hours for taverns—and that, in turn, means less play for the coin machines.

R. H. Hopkins, general manager of the National Beer Wholesalers' Association, predicts a new low in draft beer supplies, with the liquid-that-foams disappearing before the summer is over.

In 1939 draft beer comprised 60 per cent of sales; in 1945 the percentage dropped to 35, and this year it is expected to tailspin into near-oblivion.

Two reasons were advanced by Hopkins for the dwindling of keg beer: (1) The bottled product can be shipped by truck or rail without extra precaution, but draft beer requires refrigerated cars. (2) Brewers lose the value of heavy advertising expenditures because draft beer is sold by the glass without brand identification.

Tight rationing of grains to brewers and increased consumption by summertime thirst-quenchers is knocking the middle out of "Beer Barrel Polka."

"Draw Bell" Coming

CHICAGO—First post-war Bally console, *Draw Bell*, is now coming off the production line, according to announcement by George Jenkins, vice-president and general sales manager of Bally Manufacturing Co.

Describing the *Draw Bell* as a three-reel bell-fruit type console with a new hold-and-draw feature, Jenkins said, "It has all the flashy come-hither of the old familiar bell and cherry symbols, all the suspense of three spinning reels—plus a brand new feature whereby, if a player misses on the first spin, he can deposit a second coin, hold one or two reels and spin again to fill out a potential winning combination to an actual winner."

Amusematic
LITE LEAGUE
NO PINS
—
NO BALLS
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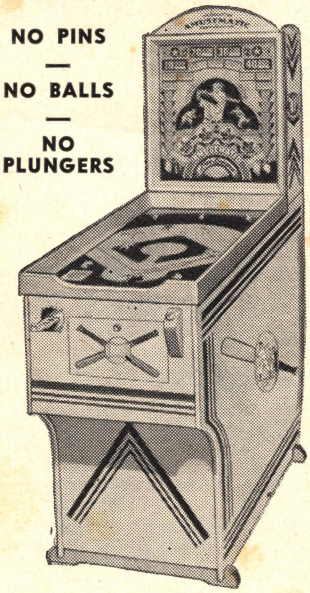
NO PLUNGERS

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COIN MACHINE REVIEW
13
FOR AUGUST 1946

Travel-Hungry Americans Boost Hotel, Auto Camp Locations

WASHINGTON—Get 'em now—get 'em while they're hot.

No, reader, this isn't a hot dog hawker's spiel, but merely words of advice offered by the Department of Commerce to coin machine operators. The Department, deluged with inquiries about opening tourist camps and expanding those now cramped for space, indicates there are thousands of locations which haven't been fully tapped: motels, trailer camps, vacation resorts, auto courts, hotels.

From the mountain wilderness of Maine to the sun-bleached beaches of Florida blueprints are being transformed into an era of unprecedented construction and expansion. Advance reservations are flooding hotel and tourist offices. Old locations are open Sesames for additional revenue, and new ones are lush meadows awaiting harvest.

Motels comprise a billion dollar investment grossing $650,000,000 annually before the war. Auto court construction had pyramided to 60,000 cottages yearly before the days of the military. Hotels are being occupied like never before. This year's first quarter average is 93 per cent, highest in history.

Transportation restrictions are off: by bus, by train and by air vacation-bound citizens are flocking to the shores and mountains. Family cars are being gassed and greased for jaunts to every corner of the land.

George E. Bishop, secretary-manager of Upper Peninsular Development Bureau of Michigan, reports that people are resort-property conscious and that almost 400 inquiries have flooded his office from people wanting to invest from $5,000 to $100,000.

Because of the tight housing situation many occupants of motels, resorts and auto camps are not transients, but residents. They're staying until other facilities are available, and it might be a long stay. Meanwhile, coin chutes are waltzing to a sweet tinkly refrain.

The type of equipment most suitable for this robust field covers everything operated by coin. At the one night spots—especially those removed from theatres and standard modes of entertainment—automatic phonographs, pin games and merchandising machines are out-coining the field. At tourist and trailer camps the heavy accent is on cigarette vendors, beverage dispensers, candy and ice cream machines, and games featuring amusement, such as gun and arcade pieces. Hotels and motels are wide open for equipment with a service element, which includes radios, typewriters, shoeshining machines, and automatic laundries.

The outdoorsman who hunts, fishes and boats, relaxes during the evening hours—and what better aid to relaxation than convenient vendors and amusement devices?

The post-war boom you've been reading about these last five years is here. Its offspring, a big, strong, lusty child, far exceeds the fondest hopes of the procreators, Mr. and Mrs. America.

Munves New Manufacturer

CHICAGO—Climaxing 28 years of successful coin-gaming and the purchase of Pioneer Coin Machine Co., Joe Munves has launched his own company, Munves Mfg. Corp. Temporary location is at 2634 North Laramie Ave. The firm will move into new and larger quarters at 158-164 East Grand Ave. in the early fall.

Backgrounded by years of experience as an operator, designer and engineer, Munves will bring new and revolutionary ideas into the industry. He has designed hundreds of arcades, including the famous Mardi Gras on Broadway, and has written a book titled "Profits in Pennies."

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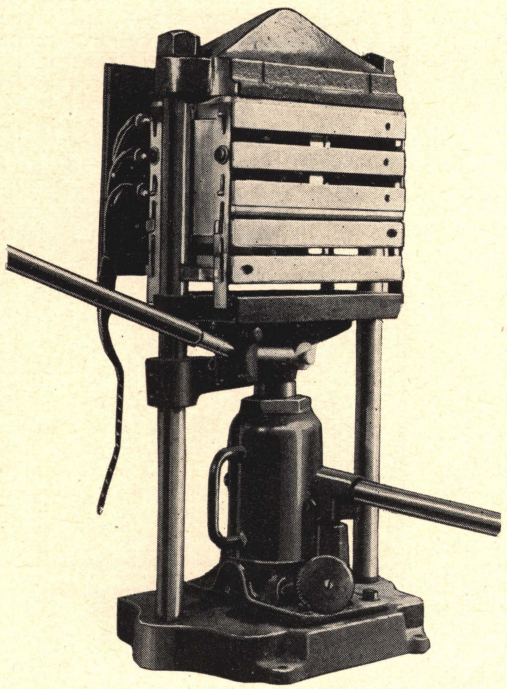

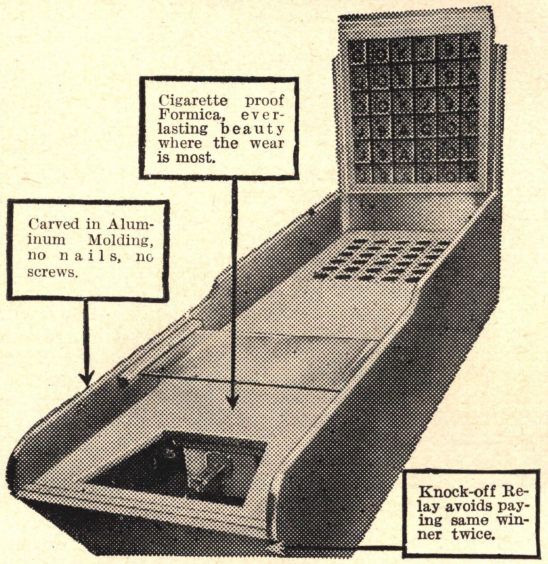

Every Penny Arcade in the East has included Pokereno Tables together with the rest of their equipment. Pokereno's draw adults to play. The prizes they win BRING THEM BACK TO PLAY MORE.

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Non-Coin Marble Game Perplexes Grand Jury

HOUSTON—Any time you stump a grand jury you're doing a mighty heap of stumping, and the question under discussion can be said to be highly controversial.

Detectives J. A. Knigge and J. R. Smith hailed a cafe proprietor into court, claiming that his "Marble Charley" is in violation of the law. But the jury failed to come to a decision.

The game is operated by punching one of ten holes; this causes a marble to drop into a glass cage at the bottom of the machine. If it's a black marble, the customer pays the owner. If it's a white marble, he collects a dollar from the house; a blue marble pays $5 and a red $25.

The proprietor contends that inasmuch as no money is inserted, it's not a violation.

Before seizing the game, Detective Knigge tried his hand at it and won one dollar when a white marble dropped. Was the honorable officer disappointed because he couldn't win more?

"Legalize Slots," Writer Urges

NEBRASKA CITY, Neb.—As long as people gamble, why not make slots legal and use the tax proceeds for a health and recreational program?

In contrast with his home state, a *Nebraska City News-Press* columnist points to Tonopah, Nevada, as an example of the salutary benefits of coin machines. "Were it not for the thousands upon thousands who assume they can win something for nothing, Nevada would not have such good roads and its University would die of inanition," he wrote.

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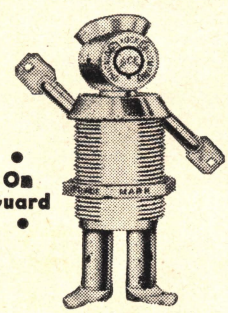

Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each bitting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

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Writer Predicts Big Things For Coin Machine Industry

CHICAGO—Coin machines sell American people $500,000,000 worth of merchandise and service annually.

Coin machines dispense 750,000,000 packs of cigarettes and 23 million dollars worth of candy yearly.

There are 120,000 soft drink units and 400,000 automatic phonographs.

And the field hasn't even been touched yet.

So states John R. Kinsey in a recent issue of *Popular Mechanics*. Titled "Half a Billion in the Slot," Kinsey lists various types of vendors soon to be placed on the market.

There will be a machine which will cook hot dogs, hamburgers or cheese in 15 seconds. Groceries will go mechanical, with frozen foods and canned goods pacing the way. Coffee, chocolate and soup will come piping hot—and ice cream bars piping cold.

When motorists run low on gas at night, all they'll have to do is stop at a coin-operated gasoline dispenser and fill 'er up.

There will even be vending machine stations dispensing every conceivable type of merchandise.

Mills Industries, Inc. have established a Special Merchandising Division to cooperate with manufacturers on new types of machines, Kinsey reveals.

Ralph J. Mills, chairman of the board, declares that anything that can be packaged can be vended. He states that improved methods of refrigeration keep fruit, fruit juices and milk in top condition; dehumidifiers prevent sandwich bread from getting soggy, and germ-killing rays serve to maintain a high degree of sanitation.

Hardly scratched is the field of coin-operated movies. Mills is producing a machine that weighs 185 pounds, has a film footage capacity of 1600, with automatic rewind, and will feature three-minute musical comedies. Among other types of films to be shown will be travel pictures, educational pictures for schools, and instruction movies for factories and department stores.

Westinghouse Electric Corp. and Automatic Laundry Distributors, Inc. have perfected a mechanical wash lady for the woman of the house. The housewife deposits a coin, a bundle of clothes, and soap; in half an hour the clothes are washed, rinsed and damp dried.

In concluding the article, the author points out that the Battle of the Slugs has turned in favor of the operator through the usage of more sensitized mechanisms.

LaRue Visits Chicago

CHICAGO—The regional manager for Personal Music Corp., David LaRue, was in town recently. LaRue came to confer with Mike Spagnola and La Drew Williams of Automatic Distributing Co. about sales plans.

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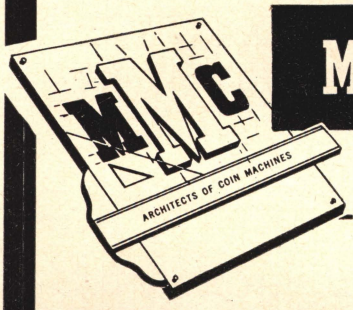

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Real Nickel Is Back

WASHINGTON, D. C.—Not that it makes any real difference to you, perhaps you ought to know that the nickel is back. True, the nickel has been around ever since 1866 when Congress passed an act calling for a five-cent coin to be made of copper and nickel, with the nickel amounting to not more than 25 per cent of the metal.

But when Pearl Harbor came, nickel went off to war; that is, the metal did, and the coin known as the nickel was made entirely of silver, copper and manganese. At first the mint was going to use just silver and copper—fifty-fifty—but at that rate there would have been more silver in it than there is in the dime. Besides, as you may recall, the Coin Machine Industry put up an effective fuss that the silver-copper coin wouldn't work in its devices, and the telephone company and the subway lines found it wouldn't do for them, either. Then manganese was added to reduce the silver content.

For the record, it ought to be noted that the nickel, minus its nickel, made available annually for war production some 435 tons of the essential metal, and also saved a somewhat smaller amount of copper.

Historians in the crowd would do well to note that for the first time on a United States coin the letter "P", indicating its manufacture at the Philadelphia mint, appeared on the wartime nickel.

Collectors of incidental information might also be pleased to learn that not for seven years after it was first minted did the nickel replace the half-dime, sometimes regarded as the first U. S. coin because, legend has it, General George Washington supplied a hundred dollars' worth of silver for the minting of half-dimes to be given to friends even before the mint, established by Congress in 1792, was officially operating.

The half-dime, all of silver, was small. Whether Congress decided a bigger coin was more suitable for a big country, or what the reason, the national legislature was responsible for the nickel's existence, and the first type continued to be struck until 1883 when the first "Liberty-heads" appeared. These were the nickels which at first bore only a Roman "V", standing for "5", omitting the word "cents"—the coins some slickers used to gold-plate and pass off as five dollars' worth.

The buffalo nickel popped up in 1913, the name-giving figure inhabiting the New York Zoo at the time. On the other side, you may recall, was an Indian head; there were actually three models for this part of the coin—three Indian chiefs. Black Diamond, the buffalo, was sold by the zoo in 1915 when he was 20 years old, and his 1,550 pounds brought $700 when converted into 750 pounds of usable meat. Nobody records what happened to the three Indian chiefs.

Congress says a coin is to be re-designed only after 25 years, so in 1938 the mint got busy and ran a competition—its first—for a new nickel design. Felix Schlag of Chicago won the contest, and you now know the Jefferson nickel.

And now the nickel—the real nickel—is back. It isn't quite what it used to be in buying power. Some people can remember nickel beer, thick slick nickel magazines each week, and perhaps even nickel movies. But it's still good for a candy bar, a coke, a cup of hot java, a telephone call, transportation (in some places), and a variety of coin-operated devices.

The mint's directors report that in all over 3½ billion nickels have been minted. That's about $180,000,000 worth. Seems like a lot of those must, at one time or another, have gone through somebody's coin machines. Yours, maybe?

Vets Want Slots

MADISON—Three hundred fifty delegates of the Wisconsin Veterans of Foreign Wars have passed a resolution requesting the legislature to repeal the Thomson anti-gambling law so the resultant coin machine revenue could be used to raise funds for a War II vets' bonus.

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A Yardstick For Measuring Location Values

by Clarence G. Beardslee

If somebody would invent a gadget incorporating the features of a slide rule, census taker, cash register, and an automatic crystal ball for forecasting business volumes, he could do a land office business with coin machine operators.

With a gadget of this kind, the operator could walk into any prospective location and tell immediately how much business his machines would do there. It would eliminate all element of chance and speculation. It would save operators an immense lot of time, reduce errors of judgment to zero, and make coin machine operation a highly predictable trade.

Nobody has yet invented a mechanical brain to use in connection with prospective locations, but an examination of the subject of "good" locations should help develop certain standards or rules that will serve as a yardstick for measuring location values.

Dave Thatcher, THE REVIEW'S Kansas City representative, sums up the attitude of many operators in this typical quote: "If you can grab a location, grab it, don't bother about others that may be as good or better. If the location doesn't turn out good, yank out the machines for a better spot."

That kind of operation invites a lot of wear and tear on a person's nerves—and equipment. An operator surely would last longer, and in the end come out much better financially, if he had a set of rules to follow.

True there are dozens of different kinds of coin-operated machines in existence—and a location that is suitable for one type of machine is not necessarily suitable for another.

However, there are certain basic factors that must be present at all locations to assure successful operation. Some of these are obvious, but we list them all for convenience.

Basic Factors

1. There must be sufficient customers at the location to make operation of the machines profitable.

2. There must be sufficient demand for the merchandise, service, amusement or music sold through the machines to permit the cost of the machines to be paid off within a reasonable length of time.

3. The operator must have assurance that the machines will not be damaged at the location and will be allowed to operate without interruption.

4. The location must be within reasonable distance to the operator's other locations so that excessive travel will not be necessary for servicing.

5. The location should offer strategic positions, so that customers will be encouraged to make maximum use of the machines.

6. The operator should have assurance that once the machines have been installed, possibly at considerable cost, they will not be moved at the whim of the location owner or to make place for other machines.

7. The operator should have assurance that the location owner will give the machines the attention due them in view of the profit returning to the location owner through their operation.

It should be emphasized that the controlling factor in operating coin-operated machines is not the machines themselves but the goods they sell or the service they render. The machines cannot create a demand for merchandise or service—that demand must already exist. The machines must be where that demand exists in volume. Futhermore, the cooperation of the location owner and of his employees in helping direct the demand to the machines is important. The willingness of clerks and waitresses to provide change for the machines, to suggest records to be played (in the case of an automatic phonograph or remote music box), to encourage repeated use of the machines, to help the customer if a coin jams, or to provide another coin if the machine fails to function—all these are significant factors in the choice of a location.

Despite the diversity of coin-operated machines, it is possible to enumerate the additional location values for general types. All types of operation may be combined under four headings: 1) automatic music machines; 2) amusement machines; 3) merchandise machines; 4) service machines, such as weight scales, change makers, washing machines, etc.

Let us take the automatic music machines first.

Music Machine Factors

1. The location must be frequented by customers who want to hear a great deal of popular recorded music, and who have money to keep the machines in frequent use.

2. The phonograph should not have to compete with "live" entertainment—or if there is live entertainment, the operator should be sure that the phonograph can be played sufficiently to make it profitable.

3. The location should permit the machine to be well lighted at all times and prominently displayed.

4. It should be possible to install the equipment without excessive cost.

5. Operator should be sure, prior to installation, that the appearance and performance of his equipment will satisfy the taste and preference of the location owner and the customers.

6. Operator should be assured that the machine will be permitted to operate during most of the time the location is open for business.

7. Operator should be reasonably assured by location owner that the latter will not permit another operator to install similar machines, to the detriment of the first operator's business.

Ernest Browning, veteran phonograph operator of St. Louis, states that the most important factor in the value of a location is the owner's enjoyment of recorded music. "I have found," says Browning, "that so long as the spot is in a fairly populated area, with reasonable floor traffic, etc., it is sure to pay profits if the owner cooperates because he likes music. For example, I have operated phonographs in many bars, confectioneries, etc., where it was obvious that the phonograph was an annoyance to the owner, and he would not encourage its play. Invariably, returns from such locations have been poor. Thus, I give the

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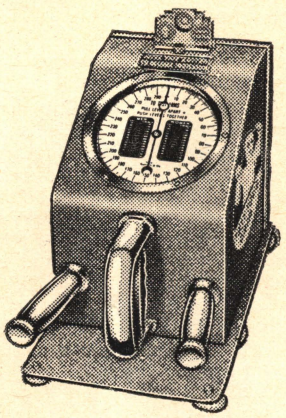

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spot owner a chance to help me select the records, keep a check on the play, and find that if he is really interested the machine will bring one-third to twice as much return."

Cooperation between location manager and operator also is stressed by the Music Mart, of Kansas City, which points out that good cooperation results in less service calls. This operating firm favors the installation of music machines in the better class of restaurants, which have proved more stable than other types of shops and have enabled the machines to operate over a much longer period of time. Waitresses, trained to give customers satisfaction, are considered key factors in the success of the location for automatic music.

The Paramount Music Co., also of Kansas City, states that permanent friendship with manager assures long term placement and outweighs even the traffic factor. This firm has operated for years and has over one hundred choice locations with seldom a change.

Amusement Machine Factors

Most of the basic factors already listed are applicable to the amusement machine type of operation. The following may be stressed.

1. Location should offer the operator a chance to place his machines in the establishment on an "exclusive" basis.
2. Location owner should be wholeheartedly in favor of the amusement machines and not only encourage their play but also play them himself, from time to time, with his customers.
3. Location owner should be familiar with city, county and state regulations affecting the machines, or somewhat similar machines, and be in a position to uphold their legality, if questioned.
4. Location owner should consider that, for the profit he will make from the machines, he has an interest in them and give them the care that he would any other personal property. The operator should know that while the machines are on location the owner or manager will not permit the machines to be damaged or otherwise subject to vandalism.
5. Operator should be assured that adequate space will be provided for playing the games and that the majority of customers frequenting the establishment will not object to the games being played.

J. H. Beckman, pin ball operator of St. Louis, has worked out a definite set of rules to guide him in choosing new locations. "The first requisite," says Beckman, "is loyalty of the spot owner—sufficient to the operator that his machines will not be shoved aside in favor of someone else's later on." Beckman installs his games on a "fair and square" basis, stressing loyalty from the outset and asking the location owner to guarantee this type of loyalty. Next, he looks for a prominent location where the machine can be seen through the windows from the sidewalk. This he considers important for getting extra play. Then he evaluates the type of customers frequenting the location, preferring those where men with at least a moderate income have spare moments to idle away during the day.

"Actually," says Beckman, "the best pin ball spot is one where the owner gives me a choice of positions and the customer is of the 'lounger' type, with spare time on his hands. I try to change machines frequently and keep interest alive in such spots."

Although these comments were made with regard to pin ball game operation, they apply to practically all types of amusement games. Whether in a pool hall or a penny arcade, the atmosphere of amusement must be maintained to encourage the players and to invite spectators. Play of the games is the best incentive to non-players, and the "fever" of playing should be allowed to spread as far as possible.

Merchandise Machine Factors

In the field of merchandise machines we come in contact with the factor of customer demand—a demand built up by millions of dollars worth of promotion and advertising launched by national manufacturers. The vending machine is a cash register-showcase combination. Its purpose is to supplement sales of merchandise where conditions make personal selling too expensive or inconvenient.

The two principal factors, therefore, to be considered in the prospective location for merchandise machines are the number of customers and the demand of the customers for the products proposed to be sold. In addition to basic factors, the following should be taken into consideration with reference to this type of operation:

1. The location owner or manager should understand that the machines offer a definite service to his customers, a service which will be appreciated and result in goodwill toward his establishment.
2. If the location is a factory or plant, the management should understand that the supplemental feeding or service provided by the machines is a definite benefit both to the employees and to management (in higher working efficiency) and should facilitate placement of the machines where they will be most in evidence and most used.
3. In the case of a factory or plant location, the operator should be assured of management's intention to permit free and

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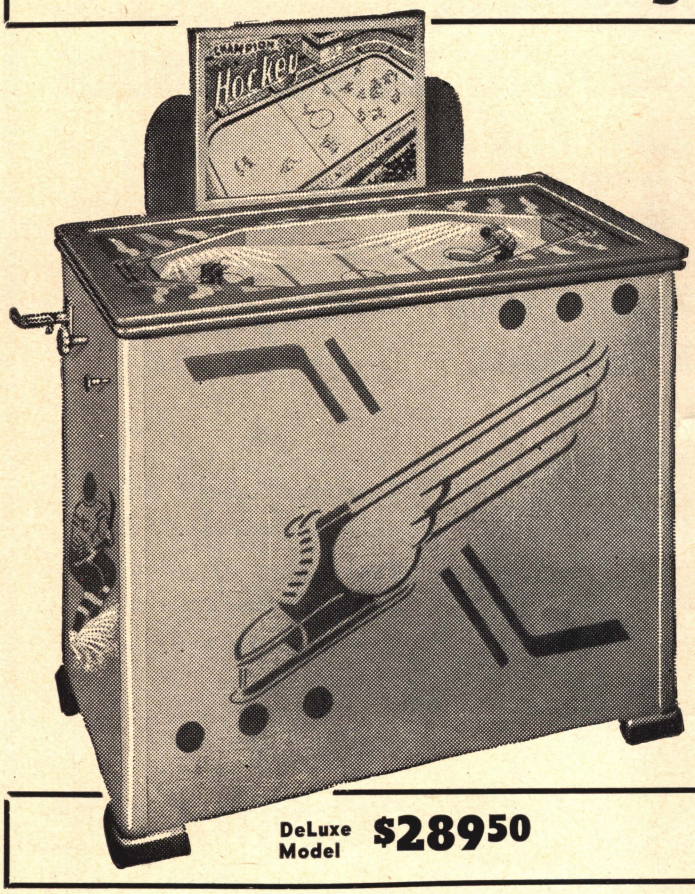

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frequent use of the machines even though this may involve modification of certain plant rules regarding employees' move ments from work positions. Furthermore, management should agree that any use of the machines by employees in violation of plant regulations will not reflect on the operation of the machines.

4. Operator should be sure that the location will not compete by offering similar merchandise for sale. (Bar candy would drastically reduce sales through machines if displayed on counters—but would offer no competition to machine-dispensed penny items, nuts, gum, etc., frequently not stocked by drug stores.)

5. The location owner or manager should be sufficiently interested to keep the operator informed as to preferences expressed by customers. As a rule, standard brand merchandise is most acceptable and the operator will be able to judge of its demands by the volume of sales. However, it is possible that customers will look to his machine for other brands which they would buy in greater quantity if available. This preference the operator can learn best through the location owner.

6. Operator must be assured of ready access to his machines if placed in a factory or plant. Machines must be serviced rapidly and frequently, and delays in getting into the plant or in getting merchandise to the machines (sometimes if necessity by means of plant trucks or other conveyances) reduce the efficiency of the operator's service and impair his other operations through loss of time.

Irving M. Flashman, a Boston operator of vending machines, gives a guide to factory locations by stressing that the location should have at least 75 employees. Factories, he states, are the most favorable locations for vending machines, especially of candy. The volume of trade at such locations enables the cost of the machines to be paid off more quickly than in "slower" locations. He strives to reach a prior agreement with the management that the machines will be placed in the factory near time clocks and rest rooms. With store managers he makes arrangements that his machines will be placed near cash registers.

Philip Puccia, also of Boston, has the new location owner agree that the machines will not be damaged—but points out that if anything does happen to the machines, the operator had best forget about it. Another Boston operator, James J. Walsh, agrees it is best that the location owner promise not to move the machines after once installed, and states that as a rule locations live up to such agreements.

With references to basic factor number 4, listed at the beginning of this article, many operators find that competition from other operators—and the fact that merchants are selling identical merchandise—compels them to extend their locations over wide territories. In Boston, one operator has 74 peanut machines placed within a 12-mile radius, while another peanut operator has divided his business into three separate routes. Thus, the factor of distance between one location and another sometimes may not be too important.

The Acme Vending Co., of Kansas City, however, is more economy minded and prefers to find locations close together rather than look for better ones far away. Also, in the area in which they operate selection of locations is governed to a great extent by the cooperation promised by management.

Confection Service Co., of the same city, gives a slightly different angle on the factory location with their report that they choose plants where there is an employees' fund, because credit is given the fund on sales made, and as a result there is greater cooperation with the operator and more use of his machines.

Cooperation between location owner and operator is stressed by all vending machine operators, but one frequent complaint is that operators, especially of cigarette vending machines, do not pay the same commission. The regular commission, in Boston for example, is one cent per package, but some operators there offer locations a cent and a half—and provide matches. Their competitors regard this as too much commission. Considering this situation from the viewpoint of location values, the shrewd operator would do well to assure himself (before installing machines at a new location) that the location owner will live up to his agreement. Furthermore, he can anticipate his competitor by showing the

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SUPER SKEEROLL **BANK BALL**

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One third deposit with order, balance C. O. D. Please list a second choice, in the event we have previously sold your first choice.

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location owner that an operator will lose money by offering a higher commission and will do so only to get on the location—after which he will be forced to reduce the commission to the original operator's figure.

Walter Black, veteran St. Louis vending operator, prefers to install his machines where there is a constant flow of "transient traffic"—new customers who probably will not return. His experience has been that installing vending machines where the same people see them day after day usually results in dwindling receipts, to the point where eventually customers ignore them altogether. Therefore he sets his machines up prominently near the front door in bars and taverns, on outside walls near bus stations, taxi stands, etc., where the largest number of transient people will see them.

"There is no such thing as encouraging a spot owner to plug vending machines," Black says humorously. "So it is up to the operator to provide his own merchandising facilities with a prominent spot, clean, well-polished machines, attractive confections, and anything else that will draw attention. Cigarettes are about the only product that a location owner can be expected to suggest to his customers—otherwise, give me a spot passed by many people daily and out where it is simple for the customer to get to the machine."

Service Machine Factors

In the operation of merchandise machines the unit of profit is relatively small and demands great volume to assure profits. Still greater and frequent demand is needed for machines that dispense services, as in the case of scales, parcel lockers, change makers, washing machines, shoe shiners, etc. In the case of this type of operation, volume of traffic and the strategic position are all important. Generally, the factors governing other types of operation apply to service machines.

The location values of such machines depend therefore on the following:

1. Traffic that will pass the machine.
2. Demand for the service of the machine.
3. Customer acceptance of the quality of service rendered.
4. Repeated use of the machines.
5. Quality of the users. If machine is placed in a neighborhood noted for petty larceny and vandalism, a percentage of loss must be figured in the operator's overhead.

Many of these machines will have to be placed on sidewalks and outside the premises of location owners. As a consequence, a certain amount of vandalism will be expected of such machines and must be included in the operator's cost of doing business. Penny machines exposed on sidewalks and other places not under watch during late hours can be pilfered or smashed.

Albert Rotter, who runs a string of penny scale weighing machines in the St. Louis area, sums up his location values in one terse statement: "Give me a doorway."

Although a few of his weighing machines are in the center of drug stores, railroad stations, etc., the majority are in store doorways of the arcade type with two entrances. He locates these carefully near bus stops, traffic intersections, and in major shopping districts, where people are inclined to congregate in small groups on the sidewalk. To date, Rotter has had little trouble finding enough doorways to accommodate all the machines in his possession. He is unwilling to place one inside a buildng unless the location is heavily trafficked.

"I want every machine," he states, "so placed that customers walk directly toward it for the most part, and utilizing the weighing machine in a doorway provides just this type of approach."

As we intimated at the beginning of this article, operators of all types of machines have a tendency to indulge in a vast amount of guess-work about new locations and often make decisions based more on instinct than a consideration of all the factors that determine the value of a location.

A more scientific approach to the problem will unquestionably raise coin machine operation to a higher level of stability and profit.

Knowledge, instead of guess-work always has and always will pay the largest dividends.

New Name for G.F.G. Games

BROOKLYN—Jack Firestone, president of G. F. G. Skill Games announces change of the firm name to Firestone Games, Inc. The company will maintain its present location at 1602 Chestnut Ave.

Two new machines, a skee-ball game and a roll-down type are in production. Samples are available.

Smith to Distribute

NEW YORK—F. McKim Smith, arcade man of Atlantic City, is reported to be ready to enter the distributing field. He has already signed for two lines.

Opens In Hartford

NEW YORK—The H. Rosenberg Co., of this city is planning on opening offices in Hartford, Conn. Scheduled for opening on September 1, the firm will be located at 181 Ann St.

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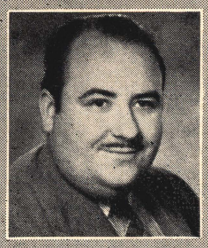

Trade Talk

by

PAUL W. BLACKFORD

In line with our established policy of giving the Coin Machine Industry the best magazine in the business, THE REVIEW introduces a new magazine-within-a-magazine in this issue devoted exclusively to AUTOMATIC VENDING.

We have had the launching of this publication under consideration for some little time. We have thoroughly studied the field and evaluated the possibilities the future holds for automatic vending and we believe this new magazine will aid materially, in the months and years ahead, in helping develop to the maximum the hidden possibilities of automatic vending.

An ambitious program has been outlined for this new magazine. Every resource at our command will be drawn upon to give the vending operators the most worthwhile and up-to-date publication possible. In our local offices we have special editors to work on this new venture and with the help of 27 paid correspondents in all parts of the nation we will unfold each month a never ending parade of worthwhile and informative features that will explore every field of automatic vending and present important data of paramount value to even the oldest operators in the field. Special departments have been, and will be, created to cater to specialized fields of operation, and, in addition, dozens of surprise features are in store for the future which we cannot reveal at this time because of competitive zealousness to emulate our well-worked-out plans.

We invite you to "drink deep" of the first issue of AUTOMATIC VENDING which appears as a part of this issue of THE REVIEW. Your comments and suggestions will be appreciated.

Have you ever made an issue-by-issue comparison of the editorial content of the various publications serving this Industry? If so, you can't help but get the idea that most of them are operated for the mercenary gain of the owner or owners. Most of the editorial content is of little value to the operator.

That's not our way of publishing a trade paper. Right now THE REVIEW has four editors in the local offices working full time on the editorial part of each issue you receive. Their efforts are augmented by the contributions of paid writers in 27 key cities. Industry studies and special features and surveys are now in progress for issues six and eight months away.

Yes, THE REVIEW takes its editorial chores seriously, and each issue represents a substantial investment in material to help you and aid you in your operations.

And now THE REVIEW is extending its coverage and service to better serve the Industry. A Washington Bureau is being established to keep our readers up-to-the-minute on matters of prime importance to them. This is not a syndicate service but an individual operation financed by your publication to get the information that may be of value to you. In addition, Herb Mitchell, former Associate Editor in the Los Angeles office, has joined the New York office to cover the Coin Machine Field in the East.

We'll talk more of our plans in future issues.

* * *

If you have not already read it, we refer your attention to the lead-off article concerning the increases in freight rates on page 11 of this issue.

For some reason or other automatic phonographs are getting the short end of the horn in the new freight adjustments. Leonard Micon suggests CMI take vigorous action against the unfair practice of charging a higher rate for shipping phonographs than for five-ball pin games.

Leonard thinks that phonographs should be given the same rate as pin games and we're inclined to agree. In fact, phonos should bear a lower rate than pin games and parts. Wall boxes, speakers and the like should also carry the same lower rate.

Up to the present time no action has been initiated to alleviate this injustice. Figure the price of a phonograph; add installation and record costs; realize fully that it comprises no element of chance whatsoever, but that it is wholly an amusement device dispensing the commodity of music. Should it cost more in freight charges?

This is a deal that CMI could, and should, handle. All it takes to start the ball rolling is for some of the hundreds of CMI members to write in asking CMI to forcefully bring this matter to the attention of the Interstate Commerce Commission. It is unbelievable how that august body of tariff experts can fail to see the situation in its proper perspective and make the necessary adjustments if the matter is properly presented by an organization such as CMI representing an important portion of this great Industry. Get your letter off today.

Badger Parts Dept. Bulging with Stock

LOS ANGELES—Badger Sales' new building, now in the process of construction, will devote a large area for displaying and stocking parts. And no wonder! "The largest and most complete stock of parts and accessory equipment in the Southern California Territory," is the firm's proud boast, and they're aiming to keep it that way.

Currently, demand is heavy for the new Guardian Interchangeable Relay Kits. "Operators have been quick to see the advantage of stocking these kits, which consist of interchangeable relays of various sizes together with a choice of single and double pole contacts," says Jack Leonard, general manager of the parts division. He added that Guardian's famous Deluxe Engineers Contact Point Kits are also available.

Coven Opens Wisconsin Branch

CHICAGO—Heeding Horace Greeley's advice, Coven Distributing Co. are expanding westward. Ben Coven, president of the firm, announces the opening of a temporary Wisconsin branch at 5033 Sixth Ave., under the managership of Stanley Miller, a veteran of 20 coin-gaming years. The new office will maintain a complete service department as well as the firm's extensive Bally line.

A permanent Wisconsin branch will be set up in Milwaukee in the future.

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All escalator conversion kits will be sold with a money-back guarantee, including instructions for installation. Be first in your territory. Write or wire all orders. Replies will be given prompt attention.

DON'T DELAY. Place your order immediately. Get on the road to prosperity with DURO-MATIC

A few choice distributorships available.

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AUTOMATIC MUSIC

Solotone Names Distribs.

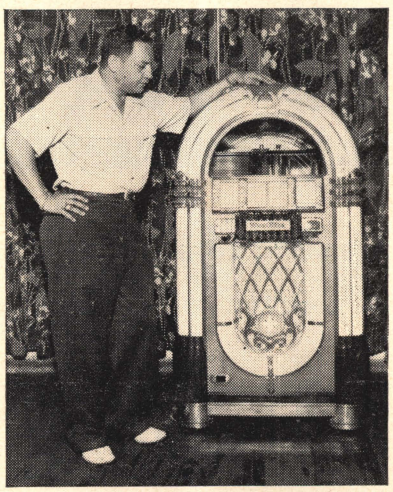
LOS ANGELES—Even with production stepped up to unprecedented peaks, demand for Solotone continues unabated, reports President William (Bud) Parr after an extensive eastern trip. Parr traversed the New England territory, while Vice-President F. E. Wilson covered the midwest. Cumulative result of the touring executives was the appointment of the following Solotone distributors: Associated Amusement Co., Boston; Roy McGinnis, Baltimore; Alamat Co., Birmingham, Ala.; Intimate Music Co., New York; Canipe Distributing Co., Memphis, Tenn.; Fairway Distributing Co., Kansas City, Mo.; General Music Co., Los Angeles and San Francisco; Klein Distributing Co., Milwaukee; Marquette Music Co., Chicago; Regent Vending Machines Ltd., Ottawa, Ontario, Can.; David Rosen, Philadelphia; Sandler Distributing Co., Des Moines, Iowa; Timed Music Co., Inc., Cleveland, Ohio; Vemco Music Co., Fayetteville, N.C.; Wolverine Entertainers, Inc., Pontiac, Mich.; Dan Cohen, New Orleans, La.

Clyde Jordan of Los Angeles has been appointed field representative; his area includes Oklahoma, Arkansas, Tennessee, Mississippi, Alabama and Georgia.

ARA Steps Up Production

HOLLYWOOD—In order to increase record production 500,000 discs per month, ARA, Inc. has acquired 50 per cent of the output of Olympic Recording Corp.

Utilizing their own pressing facilities 24 hours a day, seven days a week, ARA still found it impossible to meet the tremendous demand. The firm, which formerly operated their own distribution centers, has veered to a system whereby they contract independent dealers throughout the country, thus allowing them to boost production and more than double the number of record outlets.



Tidal Wave Fails to Floor Wurlitzer Music Merchant

LOS ANGELES—James K. Martin is a Wurlitzer Music Merchant in Hilo, Hawaii. On April Fool's Day, nature played a trick on Jim that he won't soon forget. It came in the form of a tidal wave . . . and when it was all over . . . Jim was out twenty prewar phonographs, his shop and all his record supplies.

But, as the picture shows, Martin is a determined gent. There he is in his own Jungle Jim Club in Hilo with his first new Wurlitzer Model 1015. He plans to replace every lost phonograph with another new Wurlitzer 1015.

Jim says these new Wurlitzers are stirring up a second tidal wave . . . of popularity, as his Hawaiian customers go for their outstanding beauty and tone.

Cleveland Ops Revive "Hit Tune of Month"

CLEVELAND—This city's wide-awake phono ops aren't sitting back waiting for the millions of publicity and promotion dollars flowing from the principal record manufacturers to spur added interest to phonograph play. They're doing something about it . . . something progressive and constructive, which is providing sure-fire incentive to increased play.

The Cleveland Phonograph Merchants' Association, after taking soundings of the diskeries, have decided that with a good supply of labels now available, the time for resuming their "Hit Tune of the Month" Program, originally started in February of 1941 and waysided by war, is ripe for resumption.

August 1 is Revival Day. Stanley Anderson, columnist for *The Cleveland Press*, is starting the ball rolling by sponsoring a three-day contest, in which he lists ten tunes and requests his readers to vote for their favorite. The highest vote-getter will be "it." To boost reader interest in the contest, it has been tentatively decided to forward a copy of the winning platter to all those who voted for it. In a direct follow-up, the association has purchased ad space in Cleveland papers, colorfully illustrated with phonographs, band leaders and singers, key-pointing the hit tune. The copy suggests that readers hear the piece in automatic phonographs at their favorite locations.

After the initial month, the Number One song will be selected thusly: Record manufacturers will submit a list of ten tunes to the association each month; those listed must be ones which the platteries can deliver in sufficient quantities to meet the heavy demand. A committee will then ap-

(Continued on Page 28)

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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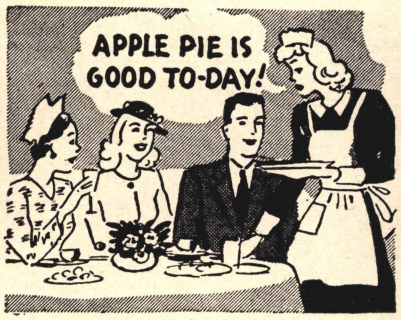

SUGGESTION SELLS DRINKS

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SUGGESTION SELLS MUSIC

COIN MACHINE REVIEW 27 FOR AUGUST 1946

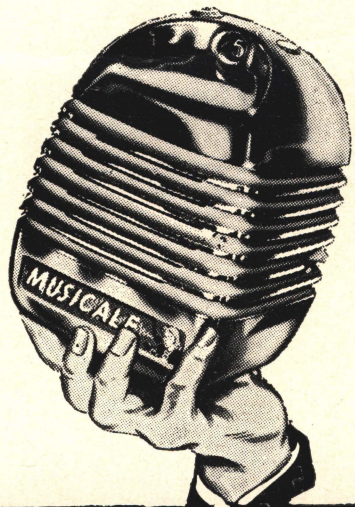
MUSICALE—and only Musicale—combines the amazing selling power of *suggested music* with the sensational appeal and multiple revenues of *private music*.

By direct suggestion, every customer in every location is personally invited to listen to each selection—a selection he will hear only if he individually drops a nickel into the speaker unit at his table!

Every 3 minutes, a pleasant, persuasive voice announces the next number—every 3 minutes, customers throughout the location drop nickels to hear the same recording.

Some locations use a hundred or more individual, nickel taking Musicale unit speakers. One announcer, one turn-table, one set of records serves hundreds of locations, thousands of units.

Wire or telephone today for the complete story. Better do it NOW . . . territories are going fast!



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prove or disapprove at the first meeting of the month prior to the month it will be used.

Before P. H., the association aided the defense effort by plugging such tunes as "Any Bonds Today?"

Jack Cohen, originator of the idea, points out that the organization tries to avoid selecting the country's sure-fire hits; but rather, tries to pick "comers" which will eventually reach the pinnacle of popular appeal. This has been done a number of times in the past.

Coast Records Serenading Diamond Stars With Offers

LOS ANGELES—Bob Feller, whose fireball has smoked out the American League's best hitters, will try to throw a few disc strikes past the American music public . . . if he accepts the $35,000 recording offer made by Charles E. Washburn of Coast Records. Should he accept, the Cleveland ace will strum a guitar and go hillbilly on the vocals. Coast Records have made other offers to Hank Greenberg, Leo Durocher, Ted Williams and Hal Newhouser for musical stints.

The firm's most recent attempt to ink nationally known members of the sporting world was the agreement with Billy Conn to croon on their label, providing he defeated Joe Louis. Conn did his crooning all right . . . but it was "off the record."

Ross Music Moves

DETROIT—Ross Music Co., operator of a music store and of automatic phonograph routes, has moved to 15414 Livernois Ave. Organization has four partners: Isadore Shomberger, Solly Goldfield, Louis Berman, Sam Press. Solly and Sam have replaced former partners Philip Berman and Al Schweitzer.

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Donohue's Daughter Weds

BEVERLY HILLS—Daphne Donohue, daughter of Dan Donohue, Seeburg's West Coast District Manager, became the bride of Rudolph James Munzer here on June 29.

Following a reception, attended by 350 persons, at the Bel-Air Hotel, the couple left for a wedding trip to Carmel and Lake Tahoe. Daphne is a former UCLA alumna, while the bridegroom graduated from Stanford where he received a degree in business administration. Subsequently he served with the Navy in the South Pacific as a lieutenant on a destroyer escort.

Members of the Coin Machine Industry who were present when the vows were exchanged included: J. P. Seeburg, Messrs. and Mmes. Jean J. Minthorne, Paul Laymon, J. D. Harvey, Ray Bergstrom, Joseph E. Kamys.

Hearn Completes Trip

LOS ANGELES—E. L. Hearn of Globe Record Co. has returned to the city from a three-month trip through the South and Middle West during which he covered more than 8,000 miles.

While in Texas Hearn recorded several masters featuring well-known Spanish and Hillbilly artists and these recordings will be released in the near future under the Globe label.

Featured on the Hillbilly discs are Shelley Lee Alley and His Alley Cats, Jerry Irby and His Texas Ranchers and Elmer Christian and His Bar X Cowboys. Spanish discs included Lydia Mendoza who was on Bluebird before the war.

Distrib. Builds Good-Will Via Parking Meters

MATTOON, Illinois—Danny Swain, pin game and phonograph distributor here, has found a simple means of acquiring new friends through "keeping an eye on parking meters outside."

Located in the center of a shopping district, where every curb parking place is accompanied by a parking meter, Swain and his employees formerly saw tickets written by the dozen against motorists who, unused to the parking meter system, left their cars overtime. Now, Danny and the four employees of his sales and repair shop keep an eye on all automobiles parked along in front of the shop, as standard policy. Whenever any of the boys notice a red flag appearing on the meter, indicating that the parking time has run out, they step to the meter and drop in a penny, which entitles the car to a few more minutes parking time. At the same time, they leave a printed card on the windshield, under the wiper which reads: "We just noticed that your parking time had run out, so we deposited another penny for an additional twelve minutes." Underneath is the name of the store, and a list of the products carried, including phonographs, pin games, phonograph records, radio parts and tubes, rental phonograph service, etc.

Grateful motorists, saved a $5 ticket by this thoughtfulness on the part of the coin machine operator, invariably respond by coming into the store and thanking the management. Swain figures he has made more friends through this simple idea, at the cost of about 12c a day, than in any other one promotional undertaking he has made. In addition, the store has signed up many rental phonograph prospects, sold numerous phonograph records, radio parts, etc., to pleased motorists who usually were "sweating it out" hurrying back to their automobiles, and sure that they would find a ticket on their windshield upon arriving.

New Publicity Manager for RCA

CAMDEN, N. J.—Alan Kayes, active in New York public relations work since 1935, has been appointed Publicity Manager for the Record Department of RCA Victor. In making the announcement, J. W. Murray, Vice-president in charge of RCA Victor Record Activities, revealed that Kayes will supervise Red Seal and Popular Artist and new record release publicity from the company's New York offices, with Mrs. Ruth Simon assisting.

Kayes was recently discharged from the Army after serving two years as a field correspondent and public relations officer in the India-Burma-China theatre.

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Some Installation Short Cuts On Phonograph Boxes

In collaboration with some of the Industry's top flight installation and service engineers.
by Louis Karnofsky

The greatest efficiency combination in the world is speed plus accuracy, and one of its keenest, most specialized testing grounds is the installation of phonograph boxes.

A slip-shod job can mean service calls for months on end. An eye-arresting network of wires will satisfy the visual senses, but will it be practicable? Will it give satisfactory day-to-day service?

Are you performing your installations in a manner that wastes precious feet of cable, which is so difficult to procure? Is it costing you more time and effort to install by one method than by adopting another?

The purpose of this article is to furnish you with short cuts which are not generally practised but at the same time have been proved practical and entirely workable by experienced mechanics.

Perhaps you are already familiar with the information about to be related; if so, a brief brushup will do no harm. But some minor suggestion, like a pearl in a bucket of oysters, may prove of incalculable benefit on installations to come.

The efficient installation man first makes a thorough over-all check of his location and equipment, thus saving many return trips in the performance of a single job.

Does your phonograph need adjusting? Are the boxes and slug ejectors in top working order? Has all your equipment been stripped and cleaned? Have you set up your color code? Do you know exactly where your main unit is to be placed and the location of your boxes?

The amount of cable required should be compiled, as well as the total footage of wire for speaker hook-ups, power delivery, etc., the amount of concrete to be chipped, and the length of lead pipe.

The starting point depends entirely on the layout of the location and whether you are doing the job by yourself or receiving assistance. Some prefer to begin away from the box and work toward it. Others start at the unit and work toward the boxes in numerical sequence. If the mechanic has an aide, he usually wires behind the man hanging the boxes.

We will commence with the 30-wire installation because that is the one most generally used.

It is preferable to have two heavy leads in cable for a 6-volt lighting circuit plus one lead for 24-volt common, and as many leads as there are selections. In other words, if it's a 20-selector box, then 20 leads would be required. Some installation men make the error of using light wire for the lighting circuit; this causes heated cable and accompanying fire hazard, as well as dimming the box light. For brilliant illumination heavy cable leads are necessary.

By handling wires in pairs, installation time is cut appreciably. In most cases all wires are double except the ones leading to the end box and the unit. The prime factor involved is one of color recognition. Let us say you are looking for a yellow-green wire. You find it. The psychological principle of positive adaptation makes it much quicker to find another yellow-green wire immediately rather than search for it after you have completed your selections singly.

According to Bob Young, a maintenance expert, one of the most important short cuts and a distinct aid to competent installation, involves the treeing of wires. In a vertical set-up, this means starting from the top and alternating sides, such as Number One and 24 or One and 12, depending on the numbering system of the box.

The treeing system is an interlocking means of self-support and does not require screwing until all wires are in place. It also prevents wires from becoming tangled with the slug ejector or cash box.

The alternate system, that of wiring numerically—from Numbers One to 12 and from 13 to 24—provides no means of self-support; as a result, screws must be tightened after each wiring, thus losing valuable time.

The same principle holds true in the Packard model where the wires run counter clock-wise. The desirable place to split the direction of the wires is at Lug 15. Wiring from Number One to 15 and from 24 around to 15 means that short leads hold the long leads. If this method is not adhered to, wires come out and tangle in rotating parts or on the cover and some time in the future may cause a short in the system.

One repair man advocates the spin-type wrench in a "Yankee" Drill for tightening nuts. "It's a time-saver," he says, "because it only requires a half-wrist turn."

When you install, do you take the long trip around the location, instead of using the "Y" system? By adopting the circuitous route, you may save cable footage; if your distance is considerable, however, you will need at least one booster transformer.

(Continued on Page 32)

Coin Machine

Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

CMAC

FIRST AND LARGEST ORGANIZATION DEVOTED EXCLUSIVELY TO COIN MACHINE FINANCING

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS
717 MARKET ST., SAN FRANCISCO, CALIF. • CONSTRUCTION BLDG., DALLAS, TEXAS

PACKARD

all the way

Packard Pla-Mor Phonograph
Hideaway Model No. 400

● "Packard-All-The-Way" is not idle talk. It means the equipment—*All* the equipment—the *finest* equipment—for automatic music operators.

And "Packard-All-The-Way" means even more. It is synonymous with "first and foremost" all the way. The men who create and produce Packard music equipment are the same men who presented the first commercial electric automatic phonograph. They are the men who sold the idea into an industry and established its policy.

No, "Packard-All-The-Way" is not idle talk. It's important to you. When you go "Packard-All-The-Way," you get equipment with "built-in" advantages of play-appeal, operating efficiency and performance that only rich and complete experience can provide.

PACKARD MANUFACTURING CORPORATION
INDIANAPOLIS 7, INDIANA
HOMER E. CAPEHART, *Chairman of the Board*

PHONOGRAPH SPECIFICATIONS

Dimensions: 36 1/8" High by 25 15/16" Deep. Weight: 171 lbs. Crated 238 lbs.; Record Changer: 24 Records—71AS Astatic Crystal Cartridge Pick Up; Electrical Specifications: 110 Volts, A.C., 60 Cycle; Wattage: 305; Sound System: Amplifier—Model-51—16 Watts output; Tube Complement—1-5U4, 2-6L6, 2-6SN7, 1-6J5; Auxiliary Equipment: Provisions in Amplifier for connecting from one to four 8-ohm auxiliary speakers. Provisions in cabinet for direct connection of 30-wire Wall Boxes; Selections: Can select from one to twenty four plays.

FOR WIDER PROFIT MARGIN . . .

FOR ASSURANCE OF MODERNITY

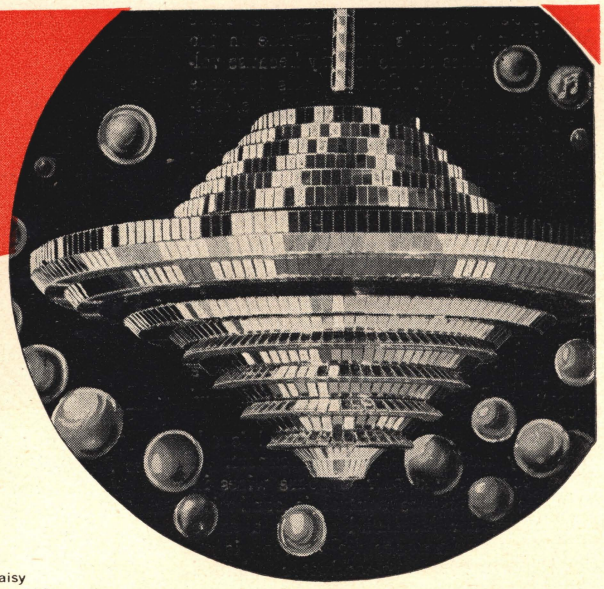
Homer E. Capehart's
PACKARD (PLA-MOR)

PIONEER OF THE INSTRUMENTS — POLICY-MAKERS OF THE INDUSTRY

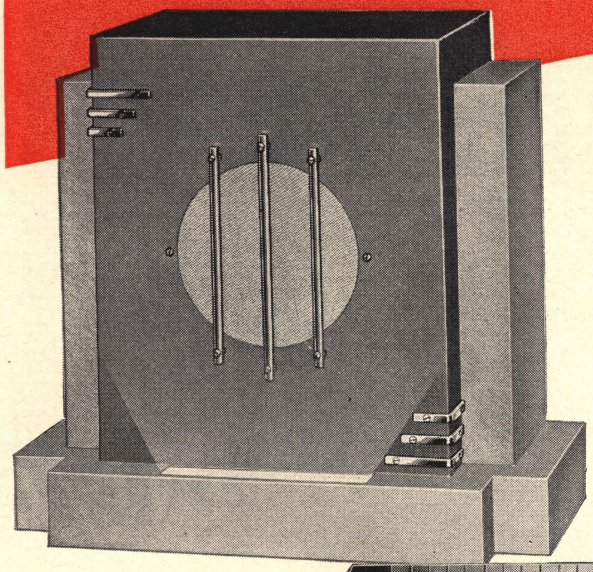
SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

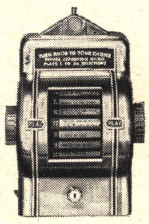
CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

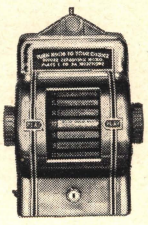


Packard Pla-Mor Out-of-this-World
Speaker No. 1000

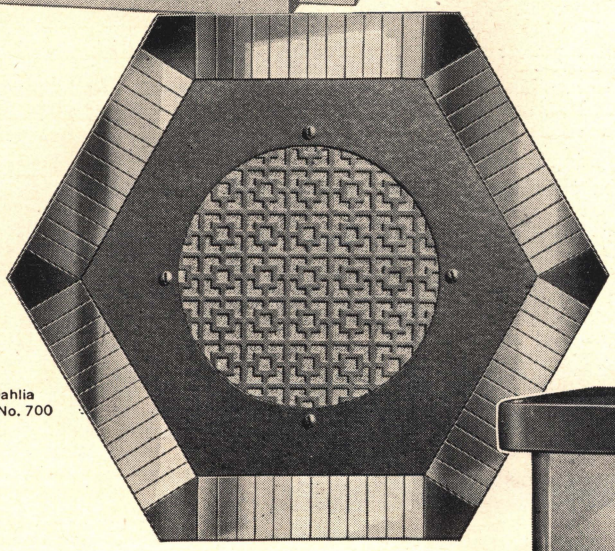


Packard Pla-Mor Daisy
Auxiliary Speaker No. 800

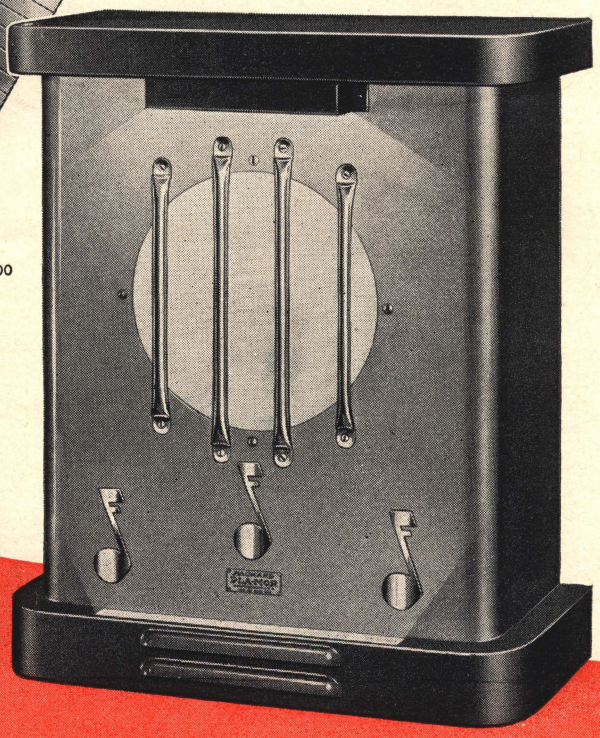




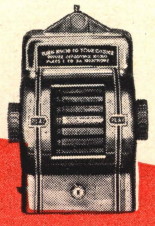
Packard Pla-Mor Wall Box

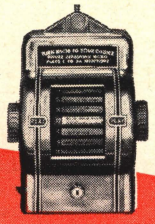


Packard Pla-Mor Dahlia
Auxiliary Speaker No. 700



Packard Pla-Mor Rose
Auxiliary Speaker No. 900





Packard Pla-Mor Wall Box

This initial saving of wire is a temporary and short-sighted advantage. Because of the long distance, signals usually come in too weak and boxes refuse to play because voltage drops too far. Service calls increase and the installation ultimately proves costly. "Y" installation provides for a minimum voltage drop and more efficient operation.

Here is another money-saving short cut: Instead of running shielded wire for volume control and another wire pair for the cancel circuit, you can save $15-18 on a single installation by using a pair of spare wires in the cable for volume control and a single spare wire from 24-volt common for the cancel circuit, thus bringing four wires out of the box nearest the desired position for the cancel button and volume control. This saves running three or four wires from unit to volume control.

A variation of the above method is advanced by another installation expert. In his opinion, using a pair of spare wires in the cable for volume control is conducive towards speaker hum and static; a more satisfactory performance, he believes, is attained by running one-conductor shielded cable for volume control.

Before making installation of a three-wire system, always use a voltmeter to measure the line voltage under the most severe load conditions. If the line voltage is below 100, then the power company should be consulted immediately and steps taken to raise the voltage.

Highlights of 3-wire installation are:

1. Each circuit should be limited to a maximum of six wallboxes.
2. When the phonograph and wallboxes are in place, install the connecting cable, running from phono to the circuit's first wallbox. When fastening cable in place, leave enough slack at the phonograph to permit moving for service and cleaning and for connecting into the selection receiver.
3. Run the cable from the first wall box to the second, then to the third, etc., until all wallboxes in the circuit have been wired. Remember to lay the cable loosely, then fasten securely, and be sure to leave enough at the ends to make connections.
4. If the cable passes near damp or wet places, it should be run through a piece of conduit for protection.
5. After installing the cable, strip the three conductors about ⅜"and fasten them securely to the terminals of the three-wire plug. Solder each connection: Conductor Color Blue to Plug Terminal Number One; Orange to Number Two and Green to Number Three.
6. If the boxes fail to give a signal after installation, wire the shorting switches under the latch bars together so that the switch is "making" at all times.

If your lighting system is six volt and it's a five-wire installation, here is a suggestion which may prove of inestimable value: Change all your bulbs from Number 55 to Number 44. By this simple move. you can save power; Number 44 takes care of about twice the number of boxes without requiring boosters, and also saves putting in resisters in boxes near phonograph. Bulbs last longer, which means less time spent replacing burn-outs.

The two key factors in wireless installations are: (1) Make certain that the frequency of wall boxes (approx. 250 K.C.) is aligned to the selection receiver so that maximum tune response is obtained. (2) After boxes are in, check your signal with a micro amphere 0-500 meter. You should get a 500 signal on a sensitivity not over five or six. If you don't get that, then locate the building's main power switch. If there is a 220-volt line coming in, you may find that the boxes you installed are on one side of 220 and the phonograph on the other side. In that event, get a bridging condenser from your supplier and install it across your 220.

In the final over-all analysis, the primary requisite of an installation man is elasticity of nature, which allows him to adapt his skill to each location's layout and not to become so set in his ways that his mind fails to perceive short cuts when they arise.

Have you taken a personal inventory of yourself recently? Are you traveling the shortest distance between two points?

An Aireon installation in the Studio Drug Store across from the Warner Bros. studio in the San Fernando valley. Spot is one of Storment and Storment, new music operators in Southern California. Instrument was purchased, along with a long string of other Aireons, from Nickabob Co., Los Angeles.

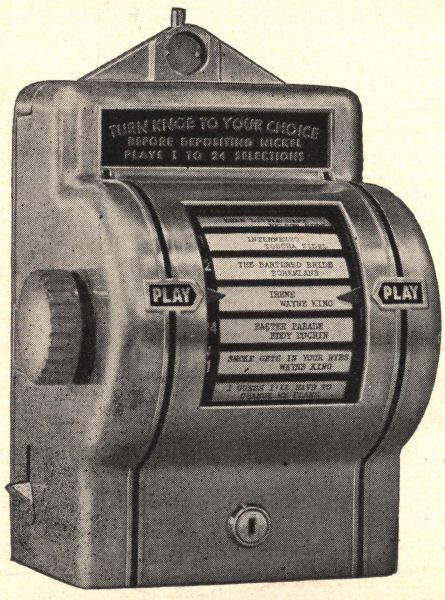
N.Y. Kids Get Glamour Via Phono

NEW YORK—For many a teen-ager, a juke box at the corner drugstore provides the only "glamour" he gets in the great city of New York, according to 18-year-old Vic Damone of Brooklyn. Protesting adult thinking about juvenile delinquency as so much wasted space, he wrote the following letter to the editor of the New York *World-Telegram:*

"Much time and space have been wasted on the reports of well-meaning adults on 'What To Do About Juvenile Delinquency?' Very little has been actually accomplished. New York, as always, has its doors closed to teen-agers. Bobby-soxers all over the country dream about Manhattan and envy the people who are able to take advantage of all the 'glamour' it has... but the only glamour most of us get is in a juke-box at the corner drugstore.

"Why can't there be a night club for teen-agers.... providing soft drinks, 'atmosphere' and entertainment at moderate prices? That would do more to curb delinquency than a dozen lectures."

Music operators, it seems from this, are helping the situation, but they can't do the whole job. Or could one or a group of them?



We Are Now Delivering

PACKARD PLA-MOR

SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field - - - that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

Send In Your Orders Today

PAUL A. LAYMON

1503 W. PICO BLVD.

LOS ANGELES 15, CALIF.

STRETCH YOUR DOLLARS WITH OUR PHONO NEEDLE RE-SHARPENING SERVICE

Needles re-ground with exactly the same taper, assuring that needle replacements will fit the record groove. Gives you new needle service.

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE

P. O. BOX 770

FORT DODGE, IOWA

Coin-Operated Movies: A Field Of Unlimited Magnitude

Operate five movie machines and net $125 a week!

Sounds fantastic, doesn't it? Sounds like one of those make-money-easy schemes sheened with glossy promises which, in the bitter reality of experience, turns into a series of chronic headaches.

But if you will bear with us and peruse these printed words further, we will open the doors of substantiation, closing them only after we have fully proved our assertion. Before venturing into the profit side of the ledger, however, let's look into the past; find out where this comparatively new industry had its inception and trace the progress of its budding growth.

It was early in 1940 that coin machine movies were born. Originally the idea was an imagination-stirring promotion staged by one of the large manufacturers to produce an illustrated phonograph record. In the wake of the initial announcement and the subsequent ballyhoo careened a horde of fly-by-nighters, Shoe String Sams, and Make-A-Killing Macs.

The original manufacturer sold his machines to inexperienced coinsters, men, for the most part, who didn't know a micro switch from a turn table bushing. Through a contract with the newcomers, the manufacturer rented films and thus monopolized the celluloid phase of the business.

Experienced operators shied away. They were wary of the setup. They waited. And they didn't have to wait very long.

The embryo ops faltered because the rosy-hued promises and their inexperience failed to strike a profitable medium. So they sold out to veteran coinmen. And that was when movie machines became a stable, lucrative investment.

Then came the day of infamy: December 7. Production plants found themselves in the hurly-burly of conversion and movie machines were stopped on the line and stripped.

Early next year movie machines will again be rolling. That's when the new and uninterrupted era of profit will dawn, and the operator who seeks a nice return for a comparatively small investment will have his hey day.

Best available figures indicate that today there are approximately 4,000 movie machines on location, half of them in Arcades. Many have been converted to "peek" shows or Solovues. The field, a fertile stretch of land extending to all parts of the hemisphere, awaits cultivation. Now is the time to plan for the coming days of movie machine profits.

In 1943 a chap named C. F. Norris bought one Panoram. He placed it on location in Long Beach. By 1946 he had pyramided that lone machine into a route of 180 and included extensive routes in San Diego, San Francisco, Oxnard, and Ventura, as well as Long Beach. From the early proceeds, Norris purchased an Arcade, his forerunner of a formidable string.

Today his interest in movie machines continues at high peak. He has patented an automatic theatre called "Moviematic," and in five months manufacture should commence. The invention operates on ten-cent play and encompasses many improvements, including one involving continuous reels. Norris' eight-foot coin-theatre uncurtains a complete short or cartoon simultaneously to ten or 12 people who view the screen through insertions in the wall.

"One of the best features of movie operating," Norris reveals, "is that it is not subject to seasonal slacks as much as other types of machines; play is good the year-around."

In order to maintain top service and keep all machines in satisfactory working order, Norris believes that a lone operator should not handle more than 15 of them.

You don't have to be an expert movie man to qualify as a successful operator, either. No longer than a month should be required to familiarize yourself with the equipment and thus replace parts and eradicate mechanical ills as they arise. Another advantage is that projectors, lights, and other standard items are obtainable in any camera store.

The film supply situation today is good. Quality Pictures, one of the leaders in the field, sell 135 reels per week and are now turning out six new subjects weekly. As new machines flow marketward and demand for film increases, so will the productive capacity of the supplier.

Should I rent film or buy it outright? is a question frequently asked. One operator maintains that it is more economical to buy all film regardless of the number of

(See COIN MOVIES, Page 35)

COIN MACHINE FILMS

THAT BRING MORE MONEY!

125 New Pictures

featuring

Beautiful Girls

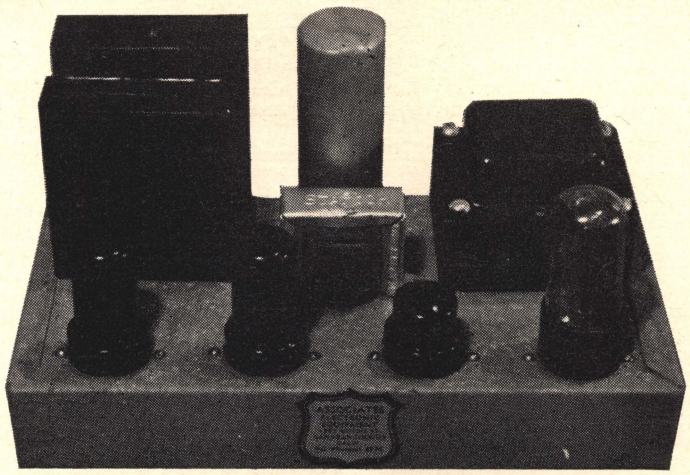
SIX SOUND SUBJECTS **$36**

QUALITY PICTURES CO.

5634 Santa Monica Blvd.,
Hollywood 38, Calif.

Adjust The Volume on Your Phonograph So That Every Record Is Reproduced AT THE SAME VOLUME

THE WAYNE AUTOMATIC RECORD VOLUME EQUALIZER



GIVES YOU CONTROLLABLE, EQUAL VOLUME ON EVERY RECORD IN YOUR MACHINE

At last a device to equalize the volume on every record in your program stack. Regardless of the variance in recording volume, the WAYNE AUTOMATIC RECORD VOLUME EQUALIZER adjusts the volume on your phonograph so that EVERY RECORD is reproduced at the same volume. No more low volume records followed by a recording that will practically blast the customers through the walls. Every record receives the same consideration, presentation, location-controlled and at a pre-determined volume.

The WAYNE VOLUME EQUALIZER occupies a space no larger than an ordinary cigar box, is exceptionally simple and requires no attention or servicing. It may be installed on either new or used equipment—right on location—in ten minutes or less.

Bear this in mind—The WAYNE EQUALIZER does NOT constantly adjust the volume to compensate for varied noise in a location. The unit increases, or reduces, the volume on all records to a volume standard controllable only by you or your location owner. Records are reproduced in all their sparkling brilliance at the same volume level without constant volume fluctuations which result in jumbled renditions irritating to customers.

Be the first in your territory to equip all your phonographs.

$33.00 for use with crystal pick-up

$36.00 for use with magnetic pick-up

IN ORDERING, PLEASE SPECIFY TYPE OF PHONOS UNITS WILL BE USED ON SO PROPER CONNECTIONS WILL BE SHIPPED!

DISTRIBUTORS WANTED *Write For Details*

GEO. R. MURDOCK AND

ASSOCIATES

ELECTRONIC EQUIPMENT

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA

Telephone PRospect 2974

COIN MOVIES

(Continued from Page 33)

machines. Another claims that if you operate more than six machines, outright purchase is preferable, whereas if your holdings consist of one or two, renting is more desirable.

Frequency of film change depends upon volume of play. In most instances, once in three or four months suffices, although they can be switched from one machine to another as circumstances dictate.

A common problem confronting operators evolves around the tearing of films. A prominent film executive has this to say: "Nine out of ten times it's because the machine is in bad shape. We sell ours on the basis of an iron-clad guarantee and we have been called upon to replace about one out of 200 films. When this occurs, we take care of the replacement first, then send the customer a letter cautioning him to oil, clean and maintain it properly. This reduces tearing, and we have very seldom been asked to make a second replacement."

Repeatoscope, Inc., of New York City are planning to manufacture a machine with metal mounted films, which increases durability, according to Arthur Price, president of the firm.

A wheel of film contains six to eight subjects, each one running two to three minutes.

In three to five years movie machines will surpass theatres in one respect: they will be able to offer third dimensional films. In a movie emporium, with the audience looking at the screen from different positions, third dimension is not practicable, but with one person looking at the screen from a fixed position, it is. How about colored films? At present the cost is five times as much as the black and white, and until such cost can be lowered, color remains suspended into the nebulous future.

After purchasing equipment, the next and most important step is selecting choice locations. And what, you ask, are considered choice locations? Wherever there is a concentration of people, such as Arcades, bars, small clubs, bowling alleys, etc.

Consensus of operator opinion is that if a movie machine grosses less than $40 per week, it's not profitable enough to retain in the location. Minimum weekly take should run around $45.

Now to return to Line One, Paragraph One of this story, wherein we made the unqualified statement that you could oper-

Always fast on its feet when it comes to promotional activity is the Central Distributing Co., Wurlitzer distribs. in Omaha. Photo shows tie-ups with the Orpheum theater when a Wurlitzer 1015 was installed in the lobby to play recordings by the artists making personal appearances at the theater. A neat plug for the Wurlitzer and the automatic phonograph industry.

EVERYBODY SEES IT!

WURLITZER PHONOGRAPH MUSIC

***That's Why Every Location Owner Will Want a* WURLITZER**

Everybody, everywhere sees Wurlitzer's national consumer advertising in magazines, on billboards and in locations.

Everybody is being told that, where they see Wurlitzer's *Sign of the Musical Note*, they can have fun playing a Wurlitzer.

That's why every location owner will want a Wurlitzer to meet this popular demand. No wonder Wurlitzer Factory-Approved Music Merchants are profiting as Wurlitzer Extends its Leadership.

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO, EASTERN NEVADA, SOUTHERN MONTANA AND WESTERN TEXAS

1932-4 Broadway
Denver 2, Colorado

626 W. Washington St.
Phoenix, Ariz.

276 W. First, South
Salt Lake City 1, Utah

2401-5 East Alameda St.
El Paso, Texas

IMMEDIATE DELIVERY

PERSONAL MUSIC

The Music System with the tremendous "TAKE" that operators are clamoring for. See ad on Page 43. Come in today for demonstration and complete information.

Expert Phono Service

Factory-trained mechanics to take care of all phono and amplifier repair and maintenance problems. Reasonable rates. Any job—large or small.

COMPLETE LINE OF PHONO PARTS

Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters, Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Pick Up Heads for exchanges.

CASH WAITING FOR USED EQUIPMENT

Top market prices for used phonos and remote control equipment. All types of phonograph equipment for sale.

NELS NELSON

2329 W. PICO BLVD. Fitzroy 0545 LOS ANGELES 6, CALIF.

ate five movie machines and net $125 a week. Because the major manufacturers have not yet announced price schedules for new equipment, the figure shown here may be out of line; however, we have set it high enough so that in the event it is lower, you can thereby add substantially to that $125 profit. Okay, are you ready for the figures? We'll set a per-machine cost of $1,000. That means an original investment of $5,000, plus film. Actual cash required is 20 or 25 per cent of the total.

Returns

$45 per week each	$225
Less 20% commission	45
Net gross	180

Expenses

Depreciation (figured on a ten-year basis)	$10
Film	25
Projection lights and parts	10
Minor repairs, Car maintenance, and Misc. Expense	$ 10
Net Expenses	55
Net Profit	125

"Don't be a chump," an operator hisses. "$45 a week operating movie machines! Chicken feed! All right, there are twenty people in the place. All of them see the movie. All of them, mind you, at a grand take of one thin dime. Profitable? Maybe in a limited sort of way. But think of the shot-in-the-chute that machine would get by the simple process of converting to a 'peek' show at ten cents per subject per person. All it takes is a dash of spice added to the film and the weekly gross will run all the way up to $150 a week."

The operator is right—partly. Gross jumps with "peeks" but the foundation on which the enterprise is erected turns to clay, and when the ire of the censors becomes aroused (as it inevitably will) every man who operates the most innocent machine will be forced to bear the stigma.

The coin-operated movie industry cannot afford ill-will and public disfavor. Because it is a comparatively new endeavor, its growth will be so stunted that it will come to a premature end, and those who would have garnered a steady legitimate profit for years to come will find themselves with no source of income, plenty of equipment on hand, and no place to put it.

Operators should buy their films from the half dozen or so accredited suppliers—and then they should check the reels carefully to make sure there are no objectionable aspects. If you feel that a certain film may be viewed with distaste by the most convention-straitened citizen, then don't take the chance of jeopardizing a growing industry by placing it on location.

Caution and common sense—bear those bywords in mind. Pick lucrative locations; see that they get good service; maintain your machines in top mechanical order; keep your film moving—and prepare your bank book for action!

Silberman Joins Wolf

CHICAGO—A. L. Silberman, former Executive Vice-President of Williams Mfg. Co., and Secretary-General Manager for Rock-Ola, has been appointed General Manager of the M. S. Wolf Distributing Co., President Bill Wolf announced. Silberman will work out of the Los Angeles office.

The new affiliation occurred at a most opportune time, as Mrs. Silberman was released from the Navy just prior to her husband's departure for Southern California. A lieutenant-commander, Mrs. Silberman was legal adviser to Vice-Admiral Hussey, Chief of Naval Ordnance.

Silberman is a veteran of World War I, having served with the 319th Infantry under General Stilwell and receiving the Purple Heart, French Croix de Guerre, and the Presidential Unit Citation.

Musicraft In Ad Campaign

NEW YORK—A national three-purpose advertising campaign—to establish the Musicraft name and trade mark, to indicate the diversification of its record line, and to identify with Musicraft such outstanding exclusive recording artists as Artie Shaw and Duke Ellington—has been launched in ten country-wide magazines.

As a result of this consumer campaign, phonograph operators should find increased demand for Musicraft records.

President Peter Hilton points out that during the past year the firm has acquired its own pressing facilities on both the East and West Coast, and has signed outstanding popular and classical artists. The advertising campaign will thus be the final stage in the marketing of their 25,000,000 record output.

PROOF OF DEPENDABILITY

ALMOST FIVE YEARS OF SUCCESSFUL PHONO NEEDLE RE-SHARPENING

Save Money With Our Service

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

FIBRE MAIN GEARS

Sample .....$4.00 *For Seeburg and Wurlitzers (less Steel Hub)* Lots of 10.....$3.50

QUANTITY PRICE.....$3.00 each

Factory Guaranteed against Defective Workmanship and Material

CASTERS

Heavy Duty Replacement

SET of 4.....$1.60

VOLUME CONTROL KEYS

(For Seeburg and Wurlitzer)

Package of 24.....$1.00

Package of 100.....$3.00

SEEBURG Pick-up Coils

(except 8800-9800)

Each $1.50

WALLOMATIC Fibre Inserts

For replacing rubbers in Selector Switch banks

Per Set — 30c

Quantity Prices To Distributors and Jobbers

Terms: 1/3 Deposit, balance C.O.D., F.O.B. Los Angeles

Seeburg, Rock-Ola, Wurlitzer and other used phonographs on the floor at all times. Stock changes daily. Write, wire, or phone your needs.

E. T. MAPE DISTRIBUTING CO.

1701 W. Pico Blvd. (Manufacturing Division) Phone: DRexel 2341 Los Angeles (15) Calif.

284 Turk St. Phone: PRospect 2700 San Francisco (2) Calif.

Rich tone quality

Operator approval

Colorful display

Key to location appeal

Outstanding performance

Latest design

Animation

MODEL NO. 1422

RMC

The PHONOGRAPH OF TOMORROW ...TODAY!

ROCK-OLA

MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE

CHICAGO 51, ILLINOIS

Campaign Launched To Permit Phono Dancing

JERSEY CITY, N. J.—If phonographs are permitted to appear in restaurants, bars and cafes here, operators can thank Joseph S. Mans, 36-year-old Air Corps veteran and his veteran's organization. Mans and his crowd are a determined lot. They're waging a campaign to make Jersey City safe for jitterbugs.

There's no ordinance against bands in eating and drinking spots. There's no law against phonographs in eating and drinkings spots. There is only a restriction against dancing in any of them. Period. Which means bandsmen have no work, phonographs would have little play.

Jersey's Mayor Frank Hague is dead-set against dancing in restaurants. He says, according to Mans, that it breeds immorality. All of which is a laugh as far as the veterans are concerned. They can add even if the prohibiting Blue Law doesn't. They note that they can eat in a restaurant; they can dance at private dances. How combining the two activities creates immorality looks to them like bad mathematics.

To outsiders the whole thing might seem trivial. To Jersey City folks, Mans says, it's downright serious. The Blue Law is making a cemetery of the town, driving young people elsewhere for entertainment and depriving the city of taxes and waiters, musicians and others of jobs. Mans himself has no stake in the matter, but he believes in a freedom that doesn't infringe on others and in making people happy. Thus the start of the drive to force a popular referendum to repeal the old law.

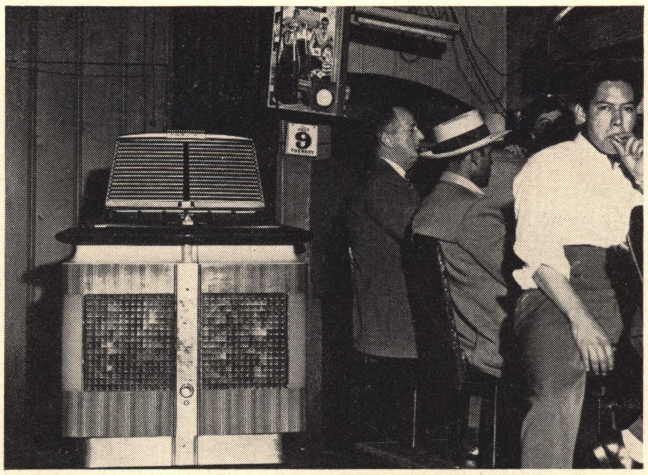
He has established headquarters in a store on Summit Avenue, and he has a pitch that's calculated to upset the Mayor's minions of the law. When a cop approaches, Mans is casually ignorant of his presence. Raising his voice he'll say something like this: "Yep, all set to go dancing tomorrow night. Right in Journal Square. Got the place all picked out.. why, hello, officer. Anything we can do for you?"

And when the law admits there's nothing to be done for him and moves on along the beat, Mans will wink at a sympathetic onlooker and explain, "That'll send him to the Hotel Plaza. We won't be there."

He's had some rough going in the campaign which he first began in 1939, abandoned on entering the Army, and resumed on his release. Sometimes friends cross the street to avoid meeting him. Detectives have trailed him. He's been offered a bribe to forget the whole thing.

Meanwhile he goes blithely along collecting signatures on the petitions his organization is circulating. If they can get 12,000 names, a popular referendum will have to be held, or the Blue Ordinance repealed. Not long ago their petitions bore a total of 4000 signatures. Then it was learned the wording was not right and they had to be thrown away and the whole business begun again.

Three local unions and nine veteran's organizations have endorsed the campaign. Arthur Murray gave the plan his approval in a hurry. But—and don't tell the bobby-soxers!—Frank Sinatra turned an indorsement request down cold. The sad part of it is, Mans says, that "He"—Sinatra—"used to live in Jersey City, too."



The biggest grosses are not always in the marble palaces. This Aireon instrument was spotted in a Los Angeles tavern by Fred Ferra and took in $127.85 in the first 10 days of operation. Ferra purchased the unit from the Navarro Distributing Co.

Appointed Samco Rep.

NEW YORK—Samco Products Corp., maker of phonograph accessories and record carrying cases, recently appointed Jack Karns, of the Jack Karns Co., national representative for Samco. Karns will appoint distributors.

REMEMBER THIS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED
Perfect Fit • Guaranteed

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS

	Each
Standard, Master, DeLuxe or Super Top Corners	$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green.

COMMANDO	Each
Top Corners	$ 8.00
Top Center	7.00
Long Sides	12.75

Combination Yellow & Red Color Scheme.

SEEBURG MODELS

	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	$14.50
"Cadet"—"Major" Top Corners	6.00
"Classic"—"Colonel" Top Corners	2.50

WURLITZER MODELS

	Each
24 Top Corners	$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 TOP CORNERS	16.50
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Middle Size	2.00
850 Top Corners	9.50
750 Lower Sides	8.75
750 Top Center	4.25
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available in Red, Yellow or Green

	Each
Throne—Empress Top Corners	$14.00
Throne—Empress Lower Sides	14.00

SHEET PLASTIC 20"x50"—Non-Brittle Pliable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

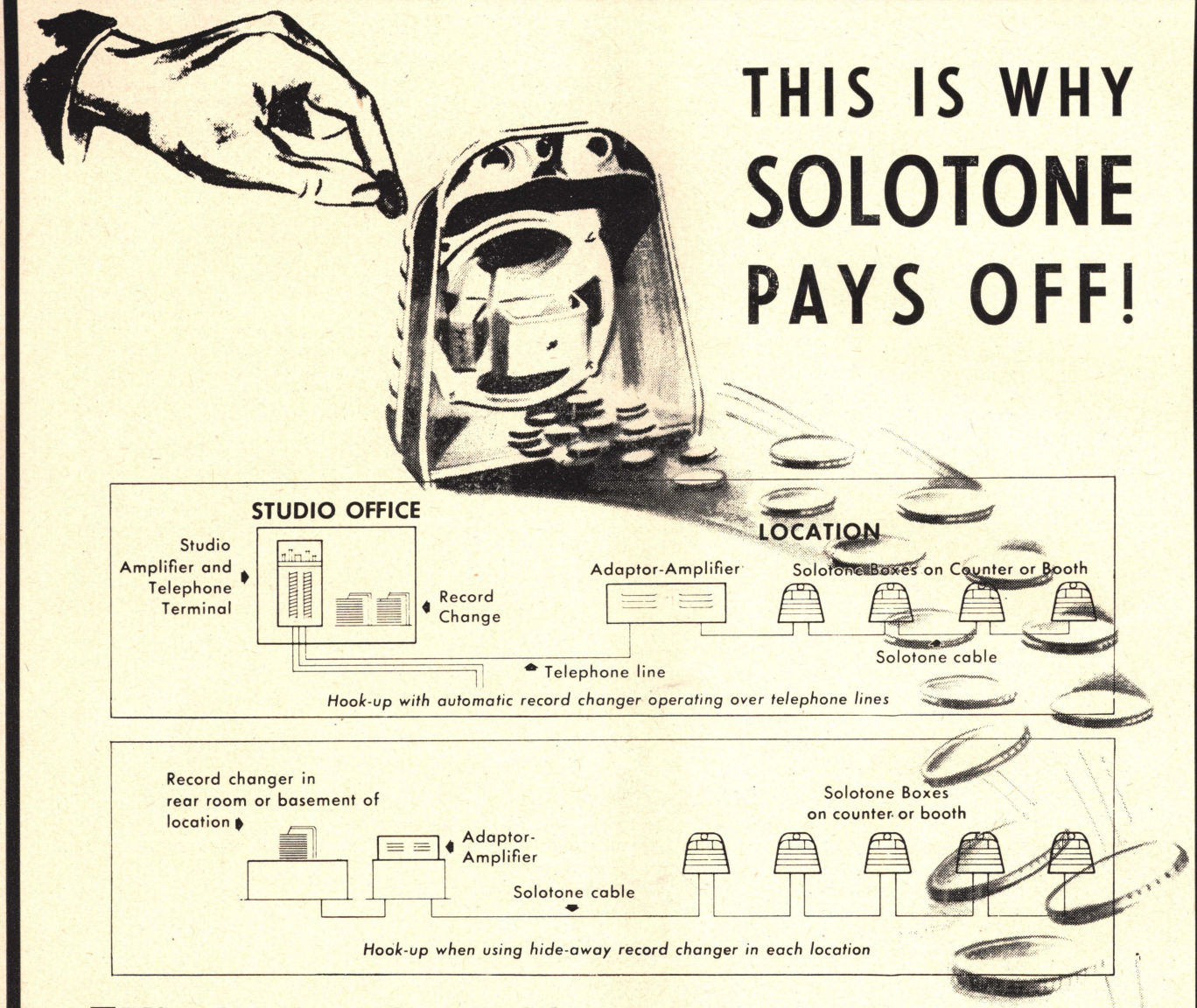
ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

BIG SAVING TO MUSIC OPERATORS

Phono Needles Re-sharpened
The Only Successful Service of its kind
Precision Grinding
Unconditionally Guaranteed

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

THIS IS WHY SOLOTONE PAYS OFF!



THIS is how the revolutionary Solotone Music can double — or even treble your profits.

In each location, Solotone boxes are installed in the booths and along the counter. They are all wired into a hide-away unit, or studio office where the play can be announced, as shown on the sketches above. Each box costs 5c to play 6 minutes of low volume music. It can only be heard in its immediate vicinity — within the booth or in front of the box at the counter.

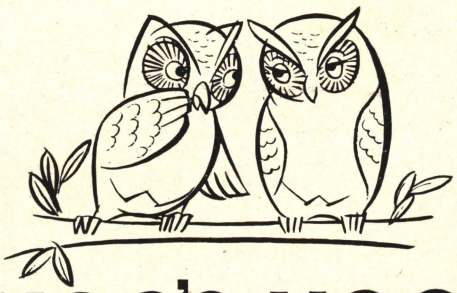
This means more take for you as all boxes can be playing at once — with each one earning its own revenue. Figure it another way. One Solotone box can take the place of an automatic phonograph. From then on, you multiply your profits with the *additional* Solotone boxes in each booth and along the counter. In other words, Solotone makes a top-take route out of each one of your locations.

But that's not all. Each Solotone box has dual coin chutes — for both nickles *and dimes*. Repeated tests have shown that the dime chute can increase profits (over a single nickle slot) as much as 30%. This is an exclusive Solotone feature.

Solotone is new — it's different — it multiplies profits. Get the full story today. Phone or wire us NOW for details.

SOLOTONE CORPORATION

2311 WEST PICO BOULEVARD, LOS ANGELES 6, CALIFORNIA



This Month:

HOO'S HOO GEORGE MURDOCK

From the simple beginning of entering the coin machine business with one amusement game, consistently expanding and exploring various phases of the industry, and winding up at present as the head and founder of the fast growing firm of George R. Murdock and Associates, Inc., Rock-Ola distributors for Northern California, Washington, and Oregon, is the outline of what George Murdock accomplished in less than 15 years.

Of course, George Murdock was no novice in the business world when his attention focused on a new field of endeavor, and his previous contacts and previous experiences proved of great value both as to his own activities and the service he could render to the industry as a whole.

But to start from the beginning: after graduating from the University of Southern California—an engineer, he worked for one year in that capacity for a large land development company, only to find that selling was far more "down his alley" than engineering. Having made the discovery, it wasn't long before he found himself sales manager for a large automobile distributing firm. Automobile financing was in its infancy then, and he watched with keen interest its development. The next step was piano financing, and when that bubble burst, Murdock organized the Western Soap and Chemical Company, consolidating many small firms, and stayed with that firm until it was purchased by a large eastern packing company.

Murdock then decided to take a vacation at the attractive family home on Catalina Island, and his first contact with the Coin Machine Industry really dates back to those Catalina days. It developed that his enterprising second son, George R. Murdock, Jr., a high school student at the time, got a job with an operator on the island, and through his youthful enthusiasm aroused his father's interest in the business. The Murdocks seem to have a knack for getting things done, and junior did so well that his firm asked him to operate their coin machines at the San Diego exposition grounds. Murdock senior accompanied him and became more and more interested in the operations and the people engaged in it.

Came the second year of the San Diego exposition with George R. Murdock securing the Coca Cola concession for cup drink vending machines at the fair grounds. This fell through because the equipment could not be delivered in time. However, by then Murdock was really sold on the coin machine business and he installed the first Seeburg Ray-Gun in the Coca Cola lounge at the fair grounds. It proved such a profitable investment that he immediately bought a good many more of them and established a route in San Diego. Automatic phonographs also attracted his attention and almost simultaneously he established a music route too.

Reminiscing, Murdock remarked: "I have tried various things, but once I got into the commercial music field I knew that I had found my life's vocation. I was soon determined to devote all my abilities to the development of the commercial music field, consistently widening the scope of my own activities, and devoting much thought and effort to gain more favorable recognition and public acceptance for the industry."

In line with his expansion program, he moved to Los Angeles, and soon his operations covered the Southern California territory. Murdock remarked that the operators were "friendly competitors" and the general set-up was very congenial. "Some lasting friendships were formed," said Murdock, "and most of them are still in the business either as operators or distributors." Vouching for George Murdock's popularity is the fact that he had been elected president of the Los Angeles division of the California Music Operators Association, and vice-president of the state organization.

Having made his mark as an operator, Murdock sold his route and became Southern California distributor for a nationally known phonograph. "And so," said Murdock with a twinkle in his eye, "the cycle was completed and I returned to my first love—selling."

The next mile-stone in his career was when he was appointed district manager of Rock-Ola, having under his jurisdiction California, Nevada, and Arizona, from which position he was promoted the following year to that of regional manager for the eleven western states.

Due to his connections and experience in the financing field George was able to render a great service to the Coin Machine Industry by laying the foundation for bank financing of coin machine equipment contracts. This resulted in material saving to operators and distributors, and it was also a determining factor for establishing a more favorable view of coin machine transactions in banking circles, and winning for it recognition as legitimate business.

It was an arduous task, requiring much time and effort to accomplish it—and much shoeleather was worn out in the procedure. Now, of course, the Industry has its own acceptance corporation, but a decade ago it was an essential step in the right direction.

During the war years Murdock operated a music route in eastern Washington which he sold in the latter part of 1944, moving to San Francisco to establish M.B.W. Associates. The firm is now being incorporated and will function under the name of George R. Murdock and Associates, Inc.

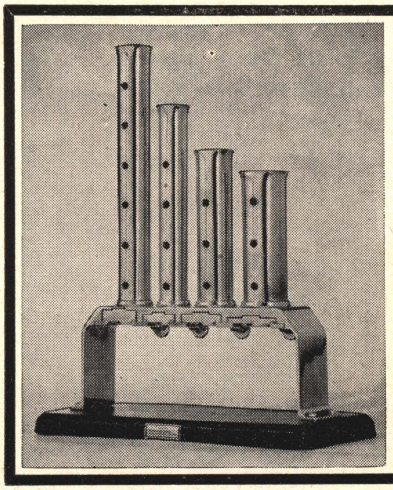
Murdock evolved the idea of his unique organization for the purpose of giving maximum service to manufacturer and operator, and also creating new opportunities for qualified persons. All the Associates are men of proved ability and long years of experience. The business is operated on a profit sharing basis.

Concerning the future of the Industry, Murdock stated: "It is my considered opinion that we should keep our eyes on the long-range view and act accordingly. More and more attention must be given to public relations, and more and more effort must be put into developing better business practices. Our business is an honest and important one; it is a definite part of American life and should gain and hold the respect of the American public. The coin machine business is, and will be, a profitable business if conducted as it should be, and sound business practices are followed." He continued to say that while there is plenty of room for new-comers, only such individuals should be encouraged to enter the field who will conduct themselves and the business in a creditable manner.

George R. Murdock comes from pioneer stock, his forebears having settled in this country in the first part of 1880, and stemming respectively from Scotland and the Isle of Manx. Murdock was born in California and his maternal grandfather was the well known cattle baron of the state, Andrew Joughin. His father was born in Wisconsin but felt the call of the West and became a California resident.

George R. Murdock's pastimes are golfing and yachting.

In achievement as well as in physical appearance George R. Murdock presents an impressive figure. He is six feet tall, well proportioned, and has a very pleasant countenance . . . a man the Industry can well be proud of.



Master Changers--

Highly Polished chrome finish—precision machined—weighted non-slip base —dispenses 5 nickels, 5 dimes, 4 quarters, or 2 halves—

$27.50
(Distributor Discounts)

Northwest Sales Co.
3144 Elliott Ave., Seattle 1, Washington

HARD TO GET PARTS

Satisfaction Guaranteed or Your Money Back

Wurlitzer Turntable Bushings (Brass). Each.....$1.00

Wurlitzer Main Fibre Gears. Each..... 3.95

Title Strip Holders or Program Tins. Each ..... .10

Star Wheels. Each..... .35

Star Wheel Pins or Dumbells. Each..... .35

Shielded Wire for Tone Arm. Per Ft. 8c; 15 ft..... .75

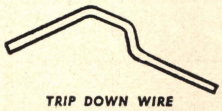
Micro Switches, Red and Green on Same Switch; connect leads to whichever color you want—only one switch to stock. Perfect for all Rock-Olas and Wurlitzers. Ea. $1.15; Per Dozen.....$12.00

B-2 Crystal Pick Ups (Black Type) for Rock-Ola and Mills, Ea. $3.25; Per Dozen..... 36.00

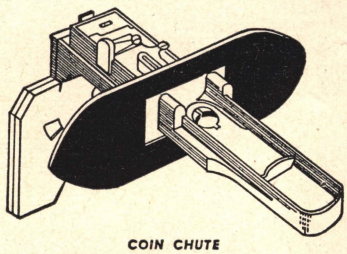
Brand New, Original Wurlitzer Magazine Switch Box Assemblies, Complete with Cover for 412, 616, 24A, 600A, 500. SPECIFY MODEL. Ea. 9.95

VOLUME CONTROL KEY

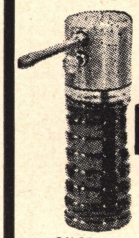
NEEDLE SCREW



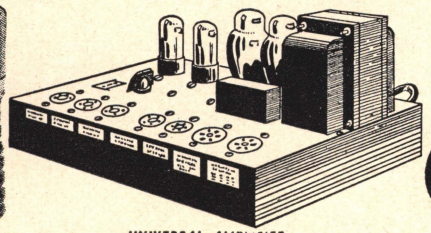
TRIP DOWN WIRE



COIN CHUTE

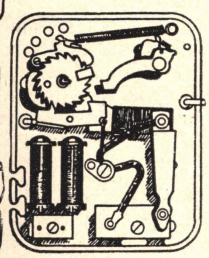


OILER



UNIVERSAL AMPLIFIER

CASTER



MAGAZINE SWITCH BOX ASSEMBLY

Wurlitzer Needle Screws, Case Hardened. Per Doz.....$ 1.50

Seeburg Needle Screws, Long, Short, Specify. Per Doz..... 1.50

Casters, Standard Wur. Size. Set of 4.... 1.35

Casters, Large Size. Fit any Phonograph. Set of 4..... 1.65

Wurlitzer Trip Down Wire. Ea..... .40

Volume Control Keys, Polished. Ea. 5c; Per 100 ..... 4.50

Brand New Coin Chute Assemblies, single coin only, to replace entire 3 Coin Chute Assemblies on 412 and 616. Complete. Ea. 11.95

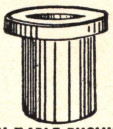
"Lifetime" Pressure Oiler, a coin machine operator's "Must". Ea..... 2.95

Universal Amplifiers—Ask the Operator who owns one. Model A fits all Wurlitzer models, all Rock-Olas, all Seeburgs except Hi-Tone. Complete with tubes. Ea..... 54.50

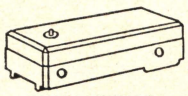
Model B fits all Wurlitzers, all Rock-Olas and all Seeburgs including Hi-Tones. Complete with tubes. Ea..... 74.50

JOBBERS and DISTRIBUTORS
Write for Quantity Prices
½ Certified Deposit Must Accompany All Orders

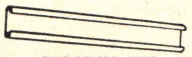
HEATH
DISTRIBUTING COMPANY
217 Third Street, MACON, GEORGIA
Phone — 2681



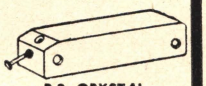
TURN TABLE BUSHING



MICRO SWITCH



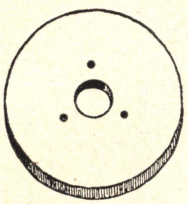
PROGRAM TIN "TITLE STRIP HOLDER"



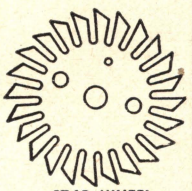
B-2 CRYSTAL PICK UP

SHIELDED WIRE

STAR WHEEL PIN



MAIN FIBRE GEAR



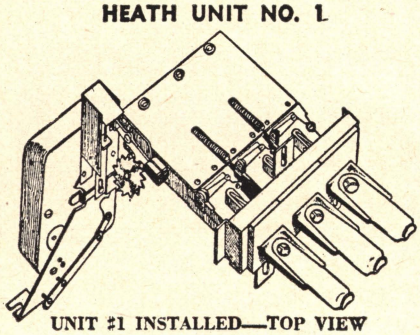
STAR WHEEL

COIN MACHINE REVIEW
41
FOR AUGUST 1946

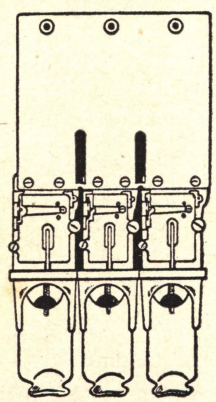
Announcing...HEATH COIN CHUTE ADAPTOR UNITS

FOR WURLITZER PHONOGRAPHS 412, 616, 24, 600 & 500

HEATH UNIT NO. 1



UNIT #1 INSTALLED—TOP VIEW FOR 412's AND 616's



UNIT #1—TOP VIEW—AS YOU RECEIVE IT—FOR 412's & 616's

Assemblies now being shipped. Complete satisfaction guaranteed or your money back. No arguments whatsoever,

price $22.50 each unit.

Each unit is composed of 3 chutes, 5c-10c-25c, and completely replaces 3 worn chutes on your phonographs. Chutes cannot be sold separately, as they will not work in conjunction with chutes now on your machines. However, once you buy a complete Heath Unit individual chutes can be replaced. Units are easily installed in a few minutes. Complete instructions are enclosed with each unit. Installation requires **NO** drilling, tapping or defacing of phonograph in any way. Heath Unit fits in same opening of phono cabinet. Heath Unit has same overall dimensions as three chutes it replaces. Heath Unit has been tested on location several weeks. **We know it is right.** This unit is manufactured for our exclusive world-wide distribution by one of America's most reputable manufacturers. They have had years of experience and use only best materials. Unit is chromium plated and has brass slides.

Think of the pleasure you will give your customer. Now they can again gently push in a coin chute. No more bruised fingers and hands from banging on worn-out chutes.

Be sure to order units by model numbers. The Number 1 Unit fits 412's and 616's, the Number 2 Unit fits 600's and 24's, and the Number 3 Unit fits 500's. Remember this is a proven product.

These coin chutes are as near slug proof as is possible to build.

Write, wire or phone your orders. Orders with one-half (½) deposit given priority.

Dixie's most progressive distributors again bring you a "Peach" from Georgia.

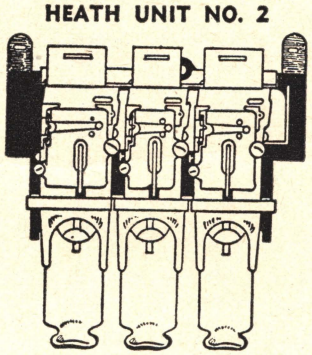
ORDER BY UNIT NUMBER
OR MODEL NUMBER OF MACHINE

Address all orders c/o Parts Dept.

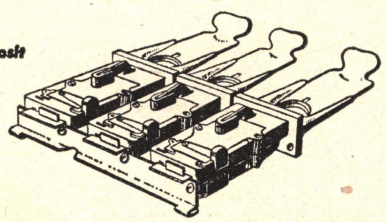
HEATH
DISTRIBUTING CO.

217 THIRD STREET, MACON, GA.
Phones 2681 and 2682

HEATH UNIT NO. 2



UNIT #2—TOP VIEW MOUNTED FOR 600's AND 24's



UNIT #2—TOP VIEW—AS YOU RECEIVE IT—FOR 600's AND 24's

HEATH UNIT NO. 3
FOR 500
PICTURE NOT SHOWN

Phonos Plugged in Milwaukee's "Centurama"

MILWAUKEE—Fully cognizant of the important role automatic phonos occupy among this city's music loving masses, civic leaders are plugging the songs dedicated to "Centurama," the event commemorating this city's 100th birthday, by asking the public to play them on their favorite phono.

Their newspaper advertisement reads thusly: "Records of these four smash hits of the Centurama Lake Front Show will be available soon. Thrill to these unbelieveable four songs, sung by Lanny Ross and the Murphy Sisters, and played by Will Lorin's Orchestra. Get them at your favorite record store and play them wherever you see the special blue Centurama tag on your favorite juke box."

(Note to the ad copy writers: For the sake of authenticity, accuracy and proper usage, how about junking the "juke" and making it "automatic phonograph?")

H-Z Sales Expands Quarters

OMAHA—Keeping pace with their heavily expanding business, H-Z Sales Co. have remodeled and completely redecorated their headquarters.

The bulk of the wall-pushing detail was performed in the basement of the single-story building. Display rooms and storage space were constructed as well as an elevator for customer-employee convenience.

Besides operating more than 500 phonographs, amusement devices and vendors, the company also handles sales of wholesale tobacco products.

H-Z's staff has been consistently increased, until now it encompasses 15 persons, including Owner Hyman Zorinsky's son Robert, a medical student who is lending a hand during the summer months.

The key to H-Z's success is personal contact with location owners; Zorinsky makes a number of calls himself.

New Executive for Aireon

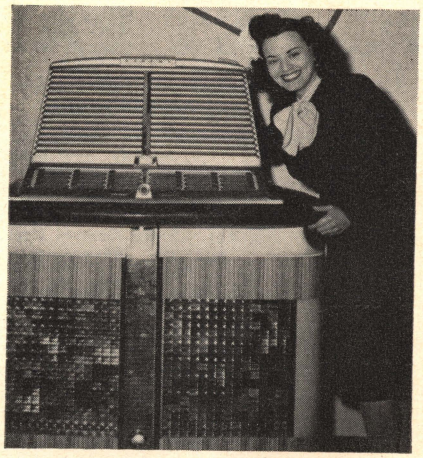
KANSAS CITY, Kan.—Gerald Preshaw, an executive with Douglas Aircraft Co. for the past five years, has been named vice-president and treasurer of the Aireon Mfg. Corp., President R. C. Walker has announced.

Since 1920 Preshaw has accumulated a vast amount of experience in financing and accounting which should prove of incalculable benefit in his new position.

THE COINMAN'S BEST FRIEND

We're in business for just one purpose—to see that YOUR coin machines give constant and satisfactory service. A machine that doesn't function properly is a definite liability, and besides being a headache, may cause you to lose a location. Don't let this happen to YOU. We're your best friend—because we can keep your machines in top-earning condition. Bring us your troubles today. Quick service, positive results. The BEST SERVICE in town.

OPERATORS SERVICE
(Jimmie Rutter)
2307 W. Pico, Los Angeles 6
DR. 5015



Kay Starr, new thrush on Lamplighter Records distributed by Jack Gutshall Distributing Co., listens to one of her records on the Aireon phono. Kay recently finished two weeks at El Rancho Vegas, Las Vegas, and was a former vocalist with the Charlie Barnett band for two years and the Joe Venuti combo for six. Lamplighter label is expecting big things from their new vocal star.

$5,000 Spelling Bee Hypos Continental Record Label

NEW YORK—August 1 marks the closing date of a most unique contest. Sponsored by Continental Record Co., Inc., manufacturers of international and foreign language discs, the contest hinged around matching the spelling of lyrics of Continental's recently recorded tune, "Avu Toot Dere Vay, Mein Kinde, Avu," as submitted by three leading newspapers.

First prize is $2,500, and the same amount will be awarded to the dealer or disc jockey who first played the tune for the lucky contestant. If it happens that no participant is successful in matching the spelling, the $5,000 will be given to the American Red Cross.

The Continental label received a tremendous publicity stimulus when over 600 stations played the tune for 15 straight days, augmented by contest-advertising window strips and posters in 8,000 record and music stores.

A merchandise check of one dollar will be mailed to each contestant.

Coin Changer Now Ready

CHICAGO—After test operations which lasted for five years, the Harris Changer Division of the Johnson Fare Box Co., a subsidiary of Bowser, Inc., have placed an automatic coin changer for beverage dispensing machines on the market.

The changer fits inside the machine's cabinet. On five-cent purchases, it accepts quarters and dimes and returns the correct amount in nickels. The mechanism can be adjusted to vend items costing ten, fifteen and twenty cents, and by using a simple attachment, it can also return change in pennies.

The device has not only proved slug-proof, but on test installations sales jumped 20 per cent.

Sugar Deliveries Down

WASHINGTON—As if you didn't already suspect it. . .

Official Department of Agriculture figures for the first four months of 1946 reveal that sugar distribution from January through April declined 21 per cent. During a corresponding period in 1945, 2,193,701 short tons were delivered as against 1,715,-022 in '46.

Cane refiners dropped off 30 per cent in their distribution while beet processors upped their '45 mark by 14 per cent.

Op's Business Acumen Blazes New Trail in Restauranting

SALT LAKE CITY—In these days of price-harangues, shortages, and turmoil, it is captivating to the imagination and restful to the spirit—as well as shooting the morale needle to a new high—to contemplate a restaurant success story without the shadow of Black Market hovering overhead like a preying vulture.

Good sound business practice, initiative and ingenuity still pay rewards, price ceilings, reconversion, depression or normality not excepted.

Utah's Number One operator of phonographs, pin games and vendors, J. A. Stevenson of Consolidated Amusement Co., opened a restaurant in this city. While hash house competitors lifted a questioning brow and wondered when Stevenson would wake up to the times, the vet-op shocked the entire state into a pleasant awakening. After finishing an artistic job of remodeling and renovating and providing for excellent service at nominal prices, Stevenson attended every junior livestock show in Utah and bid for choice hoof. At the Intermountain Junior Fat Stock Show he reached a high point in purchases when he carried off over $900 worth of prime beef.

Competitors canvassed local stockyards and packing houses and found nothing but empty pens, so they served fish, cheese, macaroni and other vegetarian bills of fare. Stevenson dished out meaty meals and is currently posting S.R.O. signs in his gold mine eatery.

Personnel Changes at Wolf's

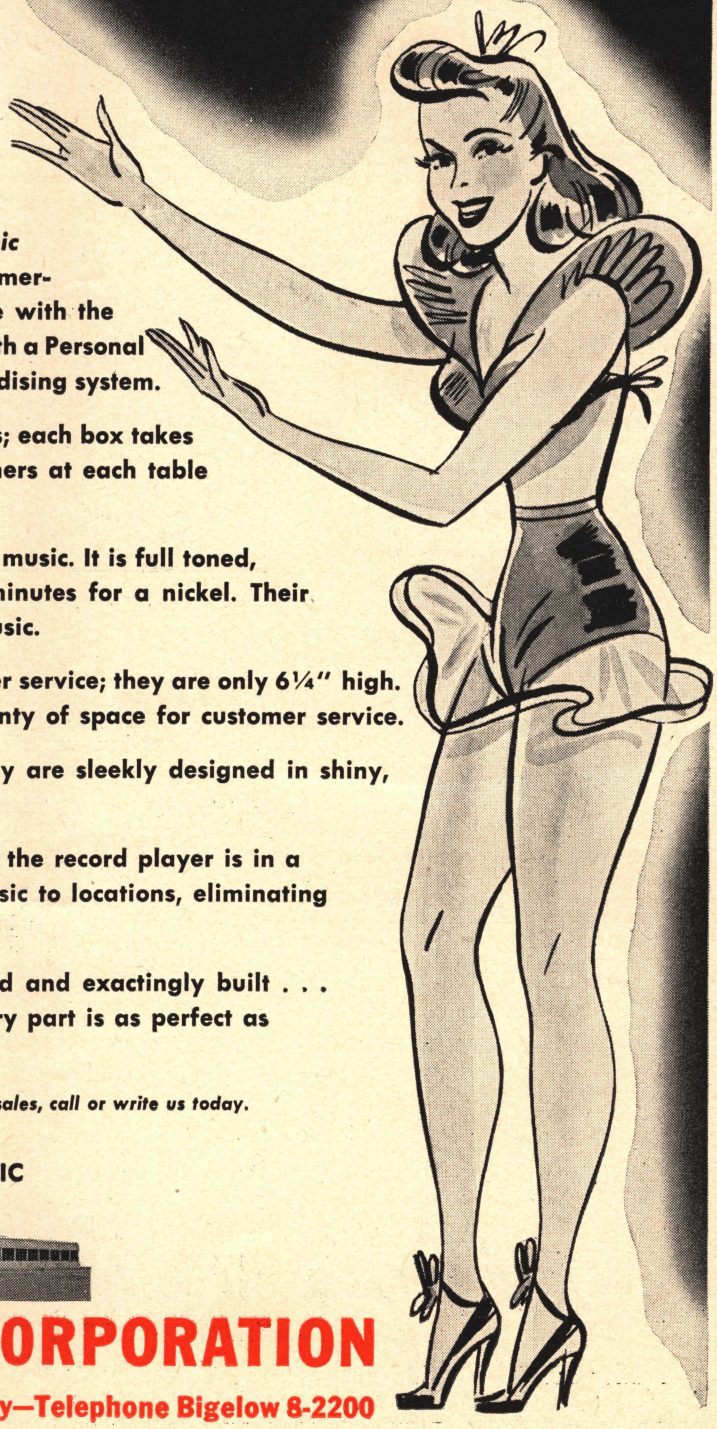
LOS ANGELES—Following closely on the heels of Al Silberman's appointment as General Manager, M. S. (Bill) Wolf has announced the following additional personnel changes: Dick Washburn, formerly with Charles E. Washburn Co., has taken over the helm of Wolf's San Diego operating branch, California Amusement Co., replacing Bill Smith who shifts to Los Angeles.

Anna Fletcher has been added to the San Francisco office force, and Bernard Linton, parts expert with J. P. Seeburg Co. in Chicago for five years, is now with the Los Angeles headquarters.

STYNAMITE
The Miracle Soil Remover
REMOVES DIRT, GREASE and SMOKE
from
AMUSEMENT GAMES
The miracle cleaner for operators. Tried — tested — proven. Ideal for cleaning all types of equipment. Triple strength but harmless to hands and fabrics. Apply with brush, wipe off with a cloth—PRESTO—clean as a whistle!!!
ONLY $1.60 GALLON
Give this Cleaner a trial today.
You'll be amazed!
EXCLUSIVE DISTRIBUTORS
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Personal Music Gives You a New One

Meet Melody Lane



It's the newest member of the famous *Personal Music* family. This baby is going places, and alert music merchants who get aboard now will be "in the groove with the heavy money." You can make big, multiple profits with a Personal Music system every day. It is a sound music merchandising system.

1. Personal Music boxes are separate money makers; each box takes in money for you at the same time because customers at each table or booth pay for their own music.

2. Patrons like Personal Music because it's *personal* music. It is full toned, correctly amplified, personalized enjoyment — six minutes for a nickel. Their conversation is not overpowered by room-filling music.

3. Personal Music units do not interfere with customer service; they are only 6¼" high. They require no valuable floor space and allow plenty of space for customer service.

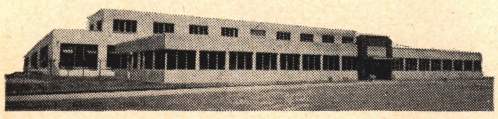
4. Personal Music boxes are easy to keep clean. They are sleekly designed in shiny, eye-catching chrome with no dust-catching gadgets.

5. Installation and maintenance are simple because the record player is in a central studio, and telephone wires transmit the music to locations, eliminating title strips and record changing at the locations.

6. Personal Music systems are scientifically designed and exactingly built . . . this is the only complete music system in which every part is as perfect as scientific sound experts have thus far built.

For information on this profitable, popular method of music sales, call or write us today.

HOME OF PERSONAL MUSIC



PERSONAL MUSIC CORPORATION

P.O. Box 720, Highway No. 1, Newark, New Jersey—Telephone Bigelow 8-2200

COMO LO VEMOS DESDE AQUI

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Con la muerte de la OPA (Oficina Reguladora de Precios), se han eliminado los controles de precios. Esperando la aprobación del Congreso y del presidente está un nuevo proyecto de ley para la reimplantación de la OPA. En el nuevo proyecto la mayor parte de los controles de precios han sido eliminados, subsistiendo solamente aquellos de mayor importancia para evitar la inflatión.

En general, las uniones de trabajadores apoyan la continuación de los controles. Dicen que si los precios de comestibles siguen elevándose en la forma que lo han hecho durante los últimos días, las uniones tendrán que exigir otro aumento de sueldo.

Hasta este momento, solamente los precios de comestibles y de rentas se han elevado mucho. En algunas ciudades los compradores se han declarado en huelga de compras contra los exorbitantes precios que cobran los vendedores por los artículos de primera necesidad. Y al fin y al cabo, esta es las manera más eficaz de combatir precios exorbitantes.

En nuestra Industria todavía no se ha notado gran cambio en precios. Juntos con los fabricantes de otras industrias, los manufactureros están tratando de evitar una nueva alza en precios. Pero la abolición de los controles les hace esperar que pronto se aumentarán los surtidos de materiales esenciales. Eso permitirá producción aumentada de máquinas automáticas de toda clase.

El señor Dave Gottlieb, presidente de CMI, ha pedido a todos los fabricantes de máquinas automáticas que no alcen los precios. Pero si se elevan los precios en industrias aliadas, la del acero, por ejemplo, sería imposible mantener los precios corrientes de máquinas automáticas, fonógrafos automáticos, juegos, etc.

Hace unos años que las compañías ferroviarios piden a la Interstate Commerce Commission permiso para aumentar la traifa de flete. Han pedido un aumento de 25 por ciento. Recientemente, como medida provisoria, la comisión les ha concedido un aumento de 6 por ciento con un aumento adicional de 5 por ciento (haciendo un total de 11 por ciento) en los estados al oeste de Chicago. Este aumento se hizo efectivo el primero de Julio.

Todavía no se sabe cual será el efecto del aumento en los precios de máquinas automáticas. Hasta ahora, las compañías distribuidoras han pagado las tarifas. Pero con este aumento y con la posibilidad de otro, es posible que los distribuidores, eso tendrán que pasarlo a los compradores, eso es, los operadores.

Otra prueba de que a todos les gusta el nuevo fonografo de Aireon.

Fonografos

En la fábrica de AMI, Inc. en Chicago están poniendo a prueba la capacidad del nuevo fonógrafo AMI. La máquina ha tocado 70,496 discos sin pausa y con funcionameiento perfecto . . iy todavía está tocando!

Discos

Para aumentar la producción de discos, ARA, Inc. de Hollywood ha comprado 50 por ciento de la producción total de Olympic Recording Corp. También ARA ha cambiado su método de distribución. En vez de mantener sus propios centros de distribución, la compañía venderá sus discos a los comerciantes independientes del país.

Juegos

El nuevo juego de boliche, *Strikes n' Spares*, fabricado por Universal Pacific Sales Co. de Los Angeles, California, está atrayendo mucha atención. El otro día estábamos hablando con un operador de la América Central. Acababa de comprar uno de estos juegos para exportación a Hispanoamérica. Nos dijo que es el mejor juego de boliche que jamás ha visto . . . hermoso, con un sistema de señalar anotaciones que vale el precio de jugar para verlo en acción, y tan perfecto en el mecanismo como es posible hacerlo.

El señor Joe Munves está formando una compañía para la fabricación de juegos. Acaba de comprar el Pioneer Coin Machine Co. de Chicago que de aquí en adelante se conocerá bajo el nombre de Munves Manufacturing Co. El señor Munves tiene 28 años de experiencia en la Industria.

Fosforos impermeables

Dentro de poco los operadores de vendedores automáticos de fósforos y de vendedores automáticos de cigarrillos pueden ofrecer a los compradores fósforos impermeables. Inventado en respuesta a las exigencias de la guerra, el fósforo impermeable se incenderá no obstante lo mojado que esté.

Vendedor de periodicos

En Oakland, California, se ha perfeccionado un nuevo vendedor automático de periódicos. Serveu Vendor Co., Inc. anuncia que ya están en producción las máquinas.

Caben 75 periódicos en la máquina. Hay un mecanismo para la inserción de dinero y otro para dar cambio.

Se cree que los editores de periódicos se aprovecharán del vendedor automático para reemplazar el sistema de colocar los periódicos amonatados en una esquina, sin vendedor alguno, permitiendo al público que se lleve los periódicos y deje el dinero. También se cree que los operadores de vendedores automáticos comprarán estas máquinas y, comprando los periódicos al por mayor, los venderán por máquina.

Campo nuevo para maquinas automaticas

Los hoteles y moteles (hoteles para turistas que viajan en automóvil) ofrecen nuevas oportunidades para los operadores

En la República de México
Para Máquinas Automáticas y Accesorios de Cualquier Clase
Vaya a
CASA NAVARRO
DISTRIBUIDOR EXCLUSIVO de AIREON
Aquiles Serdan No. 55 (Teléfonos: L2252 y 111709) Mexico, D. F.

de máquinas automáticas. Fonógrafos automáticos; juegos; radios automáticas; vendedores automáticos de cigarrillos, dulces, bebidas friías, comestibles . . hay verdadera demanda para todos, sobre todo en los moteles.

Todo el mundo está viajando y, también, muchas familias tienen que vivir en los moteles por falta de casas. Muchas veces estos moteles están en las afueras de una ciudad o de una población . . o en campo abierto al lado del camino . . y no hay tiendas ni mercados cercanos. Por eso, los vendedores automáticos ofrecen una solución a uno de los problemas del viajero. Por medio de los fonógrafos y radios automáticos y de los juegos de destreza, los viajeros pueden divertirse a sus anchas sin necesidad de caminar unas millas al centro de una población.

Vendedores automaticos en Alemania

Los comerciantes alemanes, antes de la guerra, habían inventado un método de servicio de 24 horas en sus tiendas y mercados. Empleando escaparates reversibles, podian vender dulces, carne, tabaco, y otras cosas, a todas horas.

Al salir de la tienda, el dueño volvía del revés al derecho el escaparate, dejando expuesto al público un vendedor automático. Los compradores podían acercarse a cualquier hora, escoger algo de los 60 compartimientos o cajoncitos, depositar el dinero en el mecenismo y llevarse el artículo escogido.

* * *

En este número de THE REVIEW presentamos un departamento nuevo que se titula *Automatic Vending*. Debido al gran interés que se manifiesta en los vendedores automáticos, estamos iniciando esta sección para darles a nuestros lectores noticias, anuncios, artículos y estudios especiales respecto a dichas máquinas.

En el departamento español queremos darle la bienvenda a Rio Grande Music Co. cuyo aviso aparece por primera vez en estas páginas.

Southern California musicmen visit the Jack Gutshall showrooms to place orders for the new Aireons. Left to right: Milton Noriega, Colton; Milton Lange, Glendale; Walter Gaunt and Mrs. Hightower, 29 Palms; and the Roy Smiths, Barstow.

New Music Operation

DETROIT—A new firm organized here recently in Individual Music with offices at 2618 Barlum Tower. Louise Abraham and Alexander S. Robinson are founders and partners in the venture.

Larger Plant for Electrovox

NEWARK—Electrovox Co., Inc., largest manufacturers of jewel-tipped needles have moved their factory and general offices to larger quarters at 31 Fulton St., Newark, N. J. Branch addresses in Chicago and Los Angeles remained unchanged.

Electrovox, manufacturing Walco, sapphire, ruby and alloy-tipped phonograph needles, requires enlarged facilities for their expanding production and engineering departments.

Operating Solotones

NEW YORK—New Solotone operators in this area are Moe Luber and Thomas Marullo. Just released from the service, Marullo is starting a route in Brooklyn.

ARTICULOS DIFICILES DE OBTENER

Garantizamos nuestros productos

Manguito para placa giratoria, marca Wurlitzer (de latón) $1.10

Engranaje principal de fibra, marca Wurlitzer 3.95

Portatítulos para programa ..... .10

Rodaja dentada ..... .35

Clavija para rodaja dentada ..... .35

Alambre resguardado para brazo de tono
El pie linear ..... .08
15 pies ..... .75

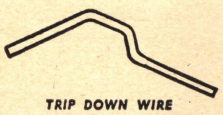
Interruptor *Micro*, rojo y azul en el mismo interruptor; connexión a cualquier color le guste. Perfecto para fonógrafos Rock-Ola o Wurlitzer $1.15
La docena 12.00

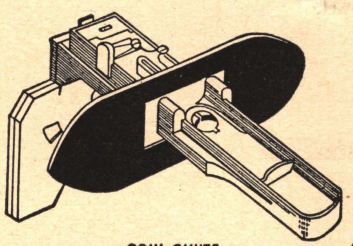
Nuevecito receptor de cristal para el brazo de tono. B-2 (tipo negro) para Rock-Ola y Mills 3.25
La docena 36.00

Conjunto, marca Wurlitzer, de interruptores en caja. Completo con cubierta para 412, 616, 24A, 600A, 500 ..... 9.95

VOLUME CONTROL KEY

NEEDLE SCREW


TRIP DOWN WIRE


COIN CHUTE

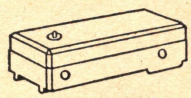
Tornillo marca Wurlitzer para la aguja. Endurecido. La Docena $1.50
Tornillo marca Seeburg para aguja. Largo o corto. La docena 1.50
Rodaja de mueble marca Wurlitzer. Juego de 4 ..... 1.35
Rodaja de mueble para cualquier fonógrafo. Juego de 4 ..... 1.65
Alambre, marca Wurlitzer, para soltar el disco al terminarse la música ..... .40
Llave para controlar volumen ..... .05
Por ciento 4.50
Conjunto completo de mecanismos para la inserción de dinero (para reemplazar conjuntos de 3 monedas en 412 y 616) .. 11.95
Aceitero marca "Lifetime" 2.95
Ampliador marca Universal para los fonógrafos de Wurlitzer y Rock-Ola y de Seeburg con la excepción de Hi-Tone. Completo con tubos 54.50
Ampliador modelo B para todos los fonógrafos de Rock-Ola, Wurlitzer y Seeburg, incluyendo el Hi-Tone. Completo con tubos 74.50

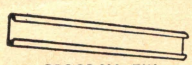
¡Ojo! Si necesita mecanismos para la inserción de dinero, llámenos a nosotros. Construimos a sus especificaciones y para monedas de cualquier clase. Garantizamos satisfacción. Si no queda satisfecho, devolveremos su dinero.

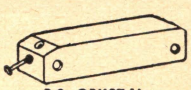
HEATH
DISTRIBUTING COMPANY
217 Third Street
Macon, Georgia, E. U. A.

Precios cotizados son en moneda de los Estados Unidos. Depósito de la mitad de la cuenta debe acompañar los pedidos.

TURN TABLE BUSHING

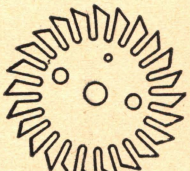

MICRO SWITCH


PROGRAM TIN "TITLE STRIP HOLDER"

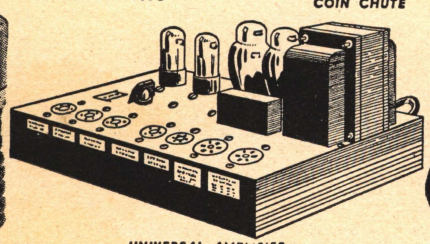

B-2 CRYSTAL PICK UP

SHIELDED WIRE

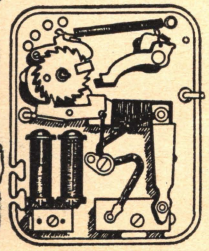
STAR WHEEL PIN

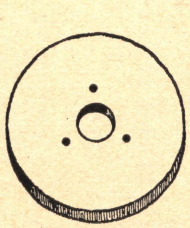

STAR WHEEL

OILER


UNIVERSAL AMPLIFIER

CASTER


MAGAZINE SWITCH BOX ASSEMBLY


MAIN FIBRE GEAR

Order These

HARD-TO-GET PARTS

DIRECT FROM ADEQUATE STOCKS IN LOS ANGELES AND FRESNO

KIRK SCALE PARTS

Weight Hand Assembly	$ .40
Selector Hand	.25
Sign	2.00
Dial Face Glass	1.00
Dial Face	2.50
Coin Chute	3.50

GENCO TOTAL ROLL PARTS

Top Glass	$ 4.00
Back Glass	10.25
Contact Pins	.05
Score Wheels	6.50
Balls	.60

PHONOGRAPH PARTS

Title Strips (Packard) per M	$7.50
In lots of 30 M per M	5.00
Buckley Title Sheets per M	3.50
Packard Box Bar Brackets each	1.00
Crystal Pickup L 40 A	3.75
Permo Point Needles, 100 lots	.30
Wurlitzer Star Wheels "24"	.75
Wurlitzer Main Gear	2.75
Wurlitzer Turntable Bushing	1.50
Wurlitzer Actuating Lever Roller	.30
Wurlitzer Heart Shaped Cam Roller	.30
Wurlitzer Star Wheel Pin	.35
Needle Screws Tone Arm	.15
Buckley Box Sides (Metal) each	.50
Volume Control Keys	.05
25M ohm Volume Control	1.00
50M ohm Volume Control	1.00

GOTTLIEB GAME PARTS

Slow Drop Coils	$1.25
SM20-1 Coils	1.45
R20-2 Coils	.95
C20-1 Coils	.95
Guage Plastic	1.00
Ball Lift	1.50
Plunger Shaft	1.25
Plunger Assembly	2.35
Lift Shaft	.55

LIGHT BULBS

30% Discount off List

#44	$ .09
#46	.09
#47	.09
#51	.07
#55	.07
#63	.07
#81	.10
#1129	.17
#1133	.19
#1154	.25
#1489	.80
#1503	.35
#1446	.15
#1455	.10
#1458	.15
#313	.40
Special 27 Volt Bay. Base	.30

We have Lumilines 60 Watt $1.25

TUBES

Ceiling Prices

2A3	6SN7	2051
2A4G	6SQ7	30
5U4G	7C5	5Z3
5V42	7F7	6C6
5W4	37	6L6
6C5	38	76
6C5GT	41	5V3G
6C5G	42	6B8
6J5	47	6H6
6N7	56	6J5GT
6SC7	80	6J7
6SJ7	245	6K7G
6SK7GT/G	CE-23	6L6G
6SL7	884	6S0

COIN CHUTES

A.B.T. 5c #500 Free Play Chute	$ 3.50
A.B.T. 5c #500 Free Play Slide	1.25
Kirk Scale 1c Chute	3.50
1c Bulldog Chute	3.50
2c Chute	3.50
Skeeball Drop Chute Complete Assembly	30.00

SKEEBALL PARTS

Skeeball Glass '37	$ 5.00
Skeeball Pull Down Arm	7.50
Skeeball Quadrant Gears	7.50
Skeeball Rewind Arm Assembly	7.50
Skeeball Connecting Cable	3.00
Skeeball Nets (Built to fit)	12.50
Skeeball Coin Chute Assembly and Top Plate Complete	30.00
Skeeball Quadrant Gear Assembly	12.75
Skeeball Register Arm Assembly	12.50
Skeeballs 3⅛" each	.75
per hundred	60.00
Skeeballs 3" each	.75
per hundred	60.00
Skeeballs 2½" each	.60
per hundred	50.00
Skee Barrel Roll Glass	6.00
Skee Barrel Roll Motor	6.00
Skee Barrel Roll Barrel	8.00

FUSES

3AG ½ Amp each	$ .10
3AG 1 Amp each	.05
3AG 3 Amp each	.05
3AG 5 Amp each	.04
3AG 6 Amp	.04
3AG 10 Amp	.03
3AG 15 Amp	.03

We also have Slow Blow Fuses

MISCELLANEOUS PARTS

Micro Switches (Normally Open)	$1.00
A.C. Rip Cord 250' Rolls	5.00
30-Wire Cable per ft.	.24
Pigtail Wire per ft.	.05
No-Ox Contact Cleaner	.50
Protect-O-Pet Contact Lubricant	.50
Contact Kits	1.00
5c Coin Stackers	1.50
1c Coin Stackers	1.50
Coin Wrappers	.65
Stynamite Gallon	1.65
Fuse Clamps	.10

WE DISTRIBUTE A.B.T. COIN CHUTES AND PARTS

PLACE YOUR ORDER NOW FOR A.B.T. CHALLENGERS

Immediate Delivery

The Nickabob Company

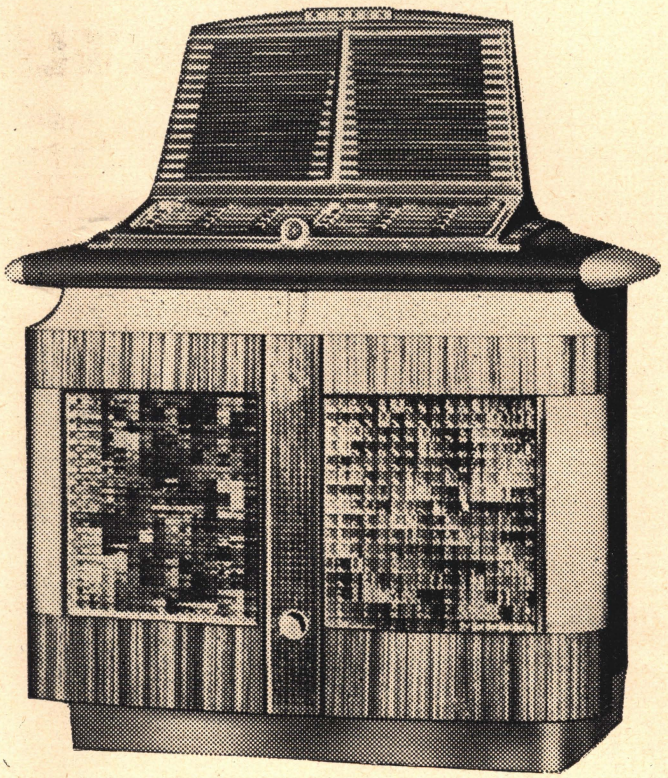
NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

It's A Fact, Son—

AIREONS ARE ESTABLISHING NEW HIGH GROSSES FROM COAST-TO-COAST!



Never in the history of the Automatic Phonograph Industry has an instrument so completely captured the public's fancy. On every location AIREON is proving a positive sensation and the cash box is proving that the instrument has "what it takes" to establish new top-flight grosses.

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ARA

4★ 4007 Judy Canova
APPLE ON A STICK (V)
MY FICKLE EYE (V)

A pairing of two novelty numbers and well assigned to Judy Canova. Judy uses a baby impersonation for a couple of choruses on the "A" side with fair results. Delivery is good, accompaniment fine. Good program material.

3★ 146 Ginny Simms
MY MELANCHOLY BABY (V)
I LIVE BUT TO LOVE YOU (V)

Lou Bring and his Ork back up Ginny on this set comprising an oldie and a newy based on Cesar Frank's D Minor Symphony. Suitable stack filler.

4★ 148 Hoagy Carmichael
I DON'T KNOW WHY (FT VC)
I CAN'T GET STARTED (FT VC)

This is an operator's record! Not because it is sensational in any respect. In fact it isn't. It's just plain, solid entertainment featuring the ever-salable throaty singing of Hoagy Carmichael, on tunes tailor-made for his vocal efforts. Second tune is one generally identified with him. More than 10 years old, it still has plenty of sparkle. Get this disc.

4★ 149 Earl Hines
MARGIE (FT VC)
ROSETTA (FT VC)

A delightful recording by the Good Father Earl Hines and featuring the vocal artistry of Lord Essex. Arrangements are tops and the entire band participates in turning out two dandy numbers. Colored spots will eat this up, but disc is usable anywhere.

Key to Star Rating

5★—Get it! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

3★ 151 Page Cavanaugh Trio
SAIPAN (FT V)
AIR MAIL SPECIAL (FT)

A new hot trio makes its recording debut on this disc. Piano, brass and guitar blend to deliver two knockout tunes. Clever vocals on the "A" and a nice outburst of pure jazz on "B." Give it a whirl as a filler for a trial test.

3★ 152 Lou Bring
ROMANCE OF A QUEEN BEE (Inst.)
EASY TO LOVE (FT)

First is a beautiful number adapted from the Rimsky-Korsakoff "Flight" but its moneymaking potential on automatics is dubious. The Cole Porter tune on the underside is more likable fare for the average phono fan. First side will register in the better dining spots. Good.

4★ 4008 Smiley Burnette
PEG-LEG BANDIT (V N)
CATFISH, TAKE A LOOK AT THAT WORM (V N)

A duo of nifty novelties. Both are originals by Burnette and Smiley is at his best on the vocal work. Burnette fans will love this pair, and rightly so. You can use these anywhere.

CAPITOL

4★ 264 The Pied Pipers
REMEMBER ME (V FT)
WALK IT OFF (V FT)

We believe this is the finest record The Pied Pipers have ever recorded. Their work on the "A" side is nothing short of sensational. Clear, easy, smooth blending of voices gives this sweet, sentimental number an exceptionally fine treatment. "B" tune has catchy lyrics and a contagious lilt that will take hold. Very good for any type spot.

3★ 265 Billy Butterfield
WHATTA YA GONNA DO! (FT VC)
BILLY THE KID (FT)

Allan Wylie is featured on the vocals of this brightly paced rhythm tune but the nod for profit-making rightfully goes to the second side which is an original instrumental that beautifully presents the band. Taken at a fast tempo, the recording spotlights several band members. Good.

3★ 267 Wesley Tuttle
THO' I TRIED (HB V)
WHEN YOU CRY (HB V)

A Western rhythm tune coupled with a sweet Western ballad. Vocals are refreshing and well handled. For hillbilly spots, this one will please.

4★ 262 Alvino Rey
BUMBLE BOOGIE
SEPULVEDA

Here is an unusual record. On the first side the "bumble" effect is taken over by Alvino Rey on the guitar. Clever, and mighty interesting. Both tunes are current favorites and climbing. Band is tops on both. Get it.

4★ 263 Peggy Lee
BABY YOU CAN COUNT ON ME (FT V)
LINGER IN MY ARMS A LITTLE LONGER, BABY (FT V)

Lush vocals with husband Dave Barbour and his band giving La Lee a diamond studded setting. Numbers are well selected for Peggy's par-

(See RECORDS, Page 51)

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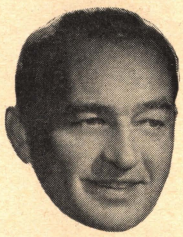
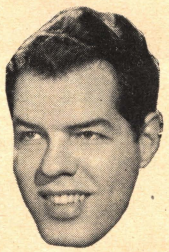
BACK O' TOWN BLUES
and
LINGER IN MY ARMS A LITTLE LONGER, BABY

Vocals by Louis Armstrong
RCA VICTOR 20-1912



FREDDY MARTIN
and his Orchestra

DINGBAT THE SINGING CAT
Vocal by Stuart Wade, Glenn Hughes and The Martin Men
and HAPPY JOURNEY
Vocal by Stuart Wade and The Martin Men
RCA VICTOR 20-1908



TEX BENEKE
with the Miller Orchestra

I KNOW
Vocal by The Crew Chiefs
and
EVERYBODY LOVES MY BABY
Vocal by Tex Beneke and The Crew Chiefs
RCA VICTOR 20-1914

COIN MACHINE REVIEW
49
FOR AUGUST 1946

BETTY HUTTON
with The Four Hits, Joe Lilley and Orchestra

WHEREVER THERE'S ME THERE'S YOU
and
MY FICKLE EYE
RCA VICTOR 20-1915

BETTY RHODES
with Russ Case and his Orchestra

THIS IS ALWAYS
and
SOMEWHERE IN THE NIGHT
(Both from the 20th Century-Fox picture "Three Little Girls in Blue")
RCA VICTOR 20-1885

• INTERNATIONAL HITS •

HENRI RENÉ
and his International Orchestra

DANUBE WAVES—Waltz
and
THE SKATERS—Waltz
RCA VICTOR 25-0058

SACASAS and his Orchestra

CAPULLITO DE ALELÍ—Guaracha (Violets in Bloom)
and
PRONTO JOSE—Bolero Son (Quickly, Joseph)
Vocals by Octavio Mendoza
RCA VICTOR 23-0327

WALTER OSSOWSKI
and his Instrumental Quartet

PILOT POLKA (Pilotka Polka)
and
AT THE BANQUET (Na Bankiecie Oberek)
RCA VICTOR 25-1063

RCA VICTOR RECORDS

RCA "HIS MASTER'S VOICE"

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Out They Go!

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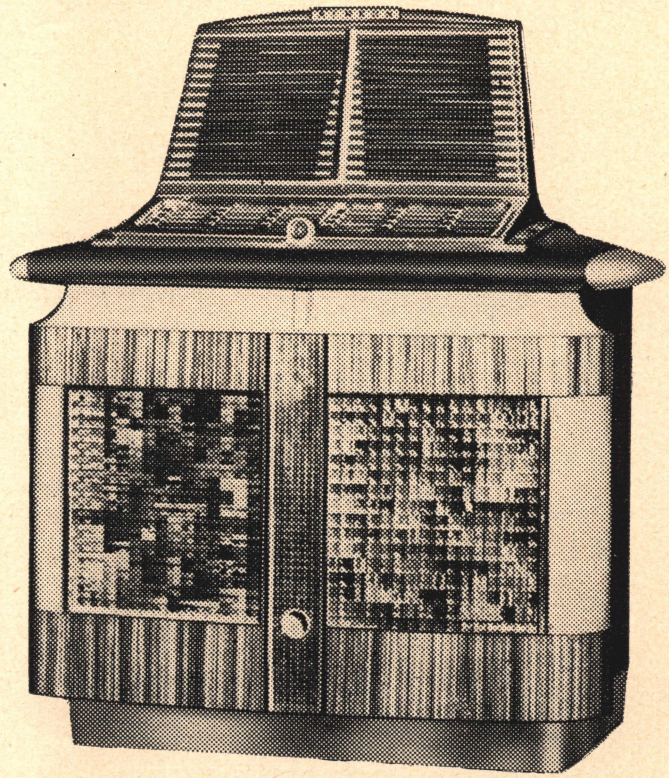
1946 Aireon

ELECTRONIC PHONOGRAPH



and as fast as they are received, they're going right on out to establish new earning records for our operator-customers who had the foresight to pick the winner for '46!

Reports from Operators indicate the new AIREON Electronic Phonograph is 100% and functions perfectly on location. In fact, operators are clamoring for more instruments.

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RECORDS

(Continued from Page 48)

ticular style and she sells them solid. Very good disc for the phonograph network.

4★ 278 Freddie Slack—Ella Mae Morse
YOUR CONSCIENCE TELLS YOU SO (V FT)
PIG FOOT PETE (V FT)

The Ella Mae Morse blues talent blends with the boogie-woogie pianistics of Slack to account for a duo of dillies. First is a slow moody blues while the "B" is reminiscent of "House of Blue Lights" and is an out-and-out boogie tune taken at a rather fast tempo. Second side is best of pair for quick returns.

3★ 277 Jo Stafford
THIS IS ALWAYS (V FT)
I'LL BE WITH YOU IN APPLE BLOSSOM TIME (V FT)

Ballad on "A" gets a definite rhythm treatment but despite the efforts expended the tune is a dud for the automatics. Standard tune on the flipover is disc's only redeeming feature. Nat Cole does a piano chorus and La Stafford warbles the lyrics. Only fair.

3★ 276 Jerry Colonna
MY FICKLE EYE (V)
A FARMER'S LIFE (IS A VERY MERRY LIFE) (V)

A catchy novelty right up Colonna's alley, coupled with a barnyard variety tune that will make a hit with the Colonna fans. Lots of livestock noises and milk-pail music, plus Colonna clowning. Interesting, but not enough merit to pull repeat plays. First side will produce best returns.

4★ 274 King Cole Trio
YOU CALL IT MADNESS BUT I CALL IT LOVE (V FT)
OH, BUT I DO (V FT)

A pair of knock-out numbers ideally suited for automatic use. King Cole does the vocal chores. First one is of the most popular of all the old Russ Columbo tunes. A tremendous ballad. Second is a bouncy rhythmic creation with simple lyrics. Get it.

4★ 273 Stan Kenton
RIKA JIKA JACK (FT VC)
ARTISTRY IN BOOGIE (FT)

Walter Winchell says this is great but you be the judge in using it. It's a novelty tune in the "solid" category with the entire band singing the title theme in "riff" style, backing the vocals of June Christy. A certain amount of enthusiasm is generated and in certain spots it will catch for repeat plays. Second side is straight instrumental of the Kenton theme. Excellent dance material and the better of the two for phonos.

4★ 272 Martha Tilton
YOU MAKE ME FEEL SO YOUNG (V FT)
SOMEWHERE IN THE NIGHT (V FT)

Two tunes from the score of 20th Century-Fox pix "Three Little Girls in Blue" which is reported to be one of the biggest musicals this studio has ever made. Tilton does the vocal work against a background created by the Paut Weston band. Acceptable numbers.

4★ 268 Johnny Mercer
MY SUGAR IS SO REFINED (V FT)
UGLY CHILE (YOU'RE SOME PRETTY DOLL) (V FT)

Mercer can be counted on for top tunes for the automatics and this pair will not disappoint. Johnny's vocal work is spread throughout both recordings and lyrics are clever, too. Very good.

COAST

4★ 229 Jimmy Walker
NO ONE WILL EVER KNOW (HB V)
WEARY LONESOME ME (HB V)

Walker is tops in his handling of the Western style numbers. Here, with his Western Stars, he puts on wax a pair of fascinating numbers that will give a good accounting on your play meters. Spot this in spots where the hillbilly stuff is prime fare.

4★ 230 Idaho Call
YOU CAN'T BREAK THE CHAINS OF LOVE (HB V)
JUST HANGIN' ON (HB V)

First side is a beautiful ballad with lyrics neatly delivered and tune is usable in any type of spot. Second is an original by Idaho Call and packs a lot of merit. Catchy lyrics taken at a fast tempo with the conventional Western band backing it up. Plenty of dough for operators on this one. Don't shy away from it.

4★ 232 Boots Faye—Idaho Call
I'LL KEEP ON LOVING YOU (V HB)
I CAN'T FOOL MY HEART (V HB)

First tune is pre-sold in the Western market. Boots Faye thrushes the vocals in acceptable fashion and her work will garner replays. Second oldie is taken at a slower tempo but is equally good. Okeh.

3★ 235 The Plainsmen
THE WEST IS AS WILD AS EVER (HB V)
SOUTH (Inst. HB)

Definitely keyed for the Western music spots is this pairing by the Plainsmen. Incidental vocals on the "A" side are jammed in. Instrumental is a bit monotonous for general use. Use for a program filler in hillbilly fare.

COLUMBIA

4★ 36989 Kay Kyser
I LOVE AN OLD FASHIONED SONG (FT VC)
YOU'RE THE CAUSE OF IT ALL (FT VC)

A pair of nifties from "The Kid From Brooklyn." Michael Douglas does a beautiful job on the vocals of the first smoothie. A rhythm singer, Lucyann Polk, does a solid chorus effectively. Ideal platter fare.

3★ 36990 Count Basie
LAZY LADY BLUES (Blues VC)
HIGH TIDE (Blues)

Blues by Basie with Jimmy Rushing singing the chorus on the first side and the Basie rhythm sharing honors with the Count's delicate piano on the instrumental "B" side. Destined to make its biggest mark in colored parts.

3★ 36999 Elliot Lawrence
IN APPLE BLOSSOM TIME (FT VC)
STRANGE LOVE (FT VC)

It's our opinion that this hit of 1920 will get a good play on the automatics, especially this version in the smooth Lawrence style. Coupling brings forth a tune with haunting lyrics and melody. Jack Hunter does the vocals on both. Try it.

5★ 36996 Harry James
FRIAR ROCK (FT)
EASY (FT)

On this disc James returns to the swing stuff and breaks out with two instrumentals that will have the James fans lined up in front of the phono. Harry's horn gets first billing. First is played at a tempo cut for swing while the second sizzler develops into a solid riff tune. A wild fantasy in rhythm.

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Rainbow Falls.....Harmony Trio

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ARTIE SHAW
PLAYS
COLE PORTER
Album S2
(all songs from Warner Bros. film "Night and Day")

389 **NIGHT AND DAY**
GET OUT OF TOWN
featuring MEL TORMÉ

390 **IN THE STILL OF THE NIGHT**
WHAT IS THIS THING CALLED LOVE
featuring MEL TORME
and his MEL-TONES

391 **BEGIN THE BEGUINE**
YOU DO SOMETHING TO ME
featuring TEDDY WALTERS

392 **I'VE GOT YOU UNDER MY SKIN**
MY HEART BELONGS TO DADDY
featuring KITTY KALLEN

15086 **FIVE MINUTES MORE**
THAT LITTLE DREAM GOT NOWHERE
(from Paramount film "Cross My Heart")
PHIL BRITO
Orchestra under direction of
WALTER GROSS

15087 **AUTUMN IN NEW YORK**
(from "Thumbs Up")
LOOK FOR THE SILVER LINING
(from MGM film "Till The Clouds Roll By")
featuring LOUANNE HOGAN
Orchestra under direction of
EARLE HAGEN

397 **IT HAPPENED IN MONTEREY**
(from "King of Jazz")
MEL TORMÉ *and his* MEL-TONES
BORN TO BE BLUE
featuring MEL TORMÉ

400 **MISSOURI**
YIP-I-ADDY NEVADDY
RILEY SHEPARD
and THOMAS SISTERS *with*
SONNY MOORE QUINTET

Musicraft RECORDS

4★ 37053 Benny Goodman
BLUE SKIES (FT VC)
I DON'T KNOW ENOUGH ABOUT YOU (FT VC)

BG combines an oldster with a youngster on a platter made-to-size for our business. The old Irving Berlin hit gets a modern treatment and there are plenty customers with silver in their jeans to hear "Blue Skies" again. Platter-mate is a lazy, provocative tune currently tops among swing enthusiasts. Impelling rhythm and lyrics here. Get it . . . you can't miss.

3★ 36994 Frankie Carle
CYNTHIA'S IN LOVE (FT VC)
I'D BE LOST WITHOUT YOU (FT VC)

Two tunes in contrasting rhythms. Topside carries a ballad with Marjorie Hughes vocalizing. Underside is a rhythmic number with La Hughes also warbling. Average program fare and suitable for a filler.

4★ 36995 Woody Herman
MABEL! MABEL! (FT VC)
LINGER IN MY ARMS A LITTLE LONGER (FT VC)

First side has Woody swinging the familiar Humoresque in a wild, exciting arrangement. The boys down on the corner will substitute the naughty words that Woody polishes off in his "Mabel" arrangement. Reverse features Woody's new vocalist and the band gives a faultless interpretation backing her up. A good disc for any spot.

3★ 37047 Elliot Lawrence
WHO DO YOU LOVE I HOPE (FT VC)
I KNOW (FT VC)

A program disc insofar as the automatics are concerned. Band has a long way to go before many coins will be deposited opposite the name. However, the paying customers will be pleased for both tunes are well presented. Lawrence does a nice piano stint and his delicate piano style is featured on both numbers.

4★ 37051 Xavier Cugat
CHIQUITA BANANA (Rhumba V)
SOUTH AMERICA, TAKE IT AWAY (Rhumba V)

When the United Fruit Co. had their agency prepare a tune to promote the proper use of bananas they little knew the tune would become a national favorite. But it has and Cugat gives it a rhumba treatment that is exotic and with the vocals of Buddy Clark it is ideal for phono use. Second side is a swellegant tune, too. You can't miss on this disc. It's a dilly.

COAST AGAIN RINGS The CASH REGISTER!

NO. 227
"NEW SAN ANTONIO ROSE"
"ALONG THE RIO GRANDE"
THE PLAINSMEN
A Great Band Records a Western Classic

NO. 229
"WEARY LONESOME ME"
"NO ONE WILL EVER KNOW"
JIMMY WALKER and his WESTERN STARS
An Excellent Hillbilly Record

NO. 230
"JUST HANGIN' ON"
YOU CAN'T BREAK THE CHAINS OF LOVE"
IDAHO CALL and his SUN VALLEY COWBOYS
"JUST HANGIN' ON" will be another "DETOUR"

NO. 232
"I'LL KEEP ON LOVING YOU"
"I CAN'T FOOL MY HEART"
BOOTS FAYE accompanied by THE SUN VALLEY COWBOYS
The Singing Sweetheart of Coast Records.
Her Singing is Great in These Two Fine Recordings

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"SOUTH"
"THE WEST IS AS WILD AS EVER"
THE PLAINSMEN

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9. COPITAS DE MESCAL	2271
10. 10 MINUTOS MAS	2196
11. DE CORAZON A CORAZON	2213
12. SOMOS DIFFERENTES	2219
13. PALABRAS DE MUJER	2153
14. NOCHE PLATEADA	2105
15. POR ESO NO DEBES	2118

COMPILED FROM A NATIONWIDE REPORT OF COIN OPERATORS, RECORD STORES AND RADIO STATIONS.

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4★ 37048 Frank Sinatra
HOW CUTE CAN YOU BE? (V FT)
FIVE MINUTES MORE (V FT)
Frankie does a nice job on the vocals of both of these tunes. Both are catchy and will account for repeat business via the coin chute.

3★ 36993 Cab Calloway
AFTERNOON MOON (FT VC)
A BLUE SERGE SUIT WITH A BELT IN THE BACK (FT VC)
A slow ballad in a sentimental vein coupled with a rhythm tune taken at a faster tempo and possessing sharp lyrics with Cab featured on the vocals of each. Count on the second side for major returns. Good.

3★ 36998 Floyd Tillman
DRIVIN' NAILS IN MY COFFIN (HB V)
SOME OTHER WORLD (HB V)
First is taken at a rapid pace and treats the evils of heavy drinking occasioned by un-requited love. Second is a Western ballad. For hillbilly spots only.

FOUR STAR

4★ 392 Opie Cates
AM I CORRECKIT (FT VC)
I'VE FOUND A NEW BABY (FT Inst.)
Cute novelty tune is taken at a nice bounce with catchy lyrics by Opie Cates and the Rhythmaires. Flipover is taken at a faster clip. Very good for automatic phono use.

MAJESTIC

3★ 7193 Five De Marco Sisters
DOIN' WHAT COMES NATUR'LLY (FT V)
THAT WONDERFUL WORRISOME FEELING (FT V)
Leave it to the De Marcos to put the "fritz" on a popular novelty. Instead of sticking to established style the gals pull a fasty and try to bounce this in their accustomed fashion. Results are rather discouraging. Second side is an also-ran. Acceptable as program filler only.

4★ 7194 Five De Marco Sisters
CHIQUITA BANANA (FT V)
I DON'T KNOW WHY (FT V)
This novelty is a better tune for the De Marcos to toy with. Clever lyrics and suitable for cashing in on the tune's present popularity. Flipover is best of the pair. Smooth and close harmonizing is good for dancing and listening. Good.

4★ 1053 Jimmie Lunceford
SIT BACK AND REE-LAX (FT VC)
JAY GEE (FT)
First admonition of the music instructor turns out to be the title for a snappy Lunceford excursion into hot rhythm. Lunceford quartet is charged with vocal assignment. Very good. Second side is an instrumental packed with a wealth of specialty work. Equally good.

3★ 1049 Jane Froman
I GOT LOST IN HIS ARMS (FT V)
MILLIONAIRES DON'T WHISTLE (FT V)
The voice of Jane Froman will not register too well on automatic phonographs in most spots. Her initimate type of delivery is destined to get the best reception in spots where there is a minimum of noise. Catchy novelty on the "B" side will account for your best returns.

3★ 5002 Jack Smith
LINDA MUJER (V)
JOAN (Guaracha)
Jack Smith accompanied by Noro Morales and His Band record the first side with Smith doing the vocal chore in Spanish and English. Flipover has Morales, His Piano and Rhythm taking over alone. "Laughing Boy" Smith loves to do this number and he's fairly good. Try it—the flipover will save your investment if "Laughing Boy" flops.

4★ 1054 Johnnie Guarnieri
CARIOCA (Inst.)
ALL THE THINGS YOU ARE (Inst.)
A coupling of instrumentals featuring the piano work of Guarnieri and three other topnotchers on drums, string bass and guitar. Tunes are oldies but the musical artistry displayed is terrific. Get it.

4★ 7196 George Olsen
SOMEWHERE IN THE NIGHT (FT VC)
WHICH WAY'D THEY GO (FT VC)
A dandy disc for the automatics. First is a ballad with lovely lyrics and a beautiful arrangement. Second side is an up-to-date reminder of "Horses, Horses, Horses" of yesteryear. Cute number.

MUSICRAFT

4★ 15073 Phil Brito
SURRENDER (V FT)
WHO TOLD THAT LIE (V FT)
A hit disc for music operators. Brito is in top form and both tunes are prime favorites at

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Singing Two New corridos in authentic Mexican style - - - - Guaranteed Hits

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.....011—**POTRO LOBO GATEADO — Corrido**
Angel Mio — Cancion

— EL HURACAN DEL VALLE —

NARCISO MARTINEZ
AND HIS ACCORDION

with Santiago Almeida — Bajo Sexto

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present. The Walter Gross band backs up and the record will make money for you. Get it.

3★ 15074 Kitty Kallen
JUST MY LUCK (V FT)
WHY DOES IT GET SO LATE SO EARLY (V FT)
A pair of so-so numbers that will get by as stack fillers. Kitty does her best but the tunes lack acceptance at the moment.

4★ 15075 Teddy Walters
ADVENTURE (V FT)
WHICH WAY DID MY HEART GO (V FT)
Walter has a warm voice, a nice delivery and resembles the Sinatra style on this particular recording. His added work on the guitar and the musical background of Mannie Klein and his Orchestra make this a topnotcher disc. Give it a good chance. It will prove itself.

4★ 365 Artie Shaw
I GOT THE SUN IN THE MORNING (FT VC)
ALONG WITH ME (FT VC)
This is Song Hits magazine Record of the Month featuring the vocal chores of Mel Torme and his Meltones, a group currently recording for Decca. Tunes are show favorites and pre-sold. Recording is tops and will make dough for the turntable network.

NATIONAL

3★ 4002 Joe Turner
MY GAL'S A JOCKEY (V)
I GOT LOVE FOR SALE (V)
Vocal blues slanted for race spots. Musical background is supplied by Bill Moore's Lucky Seven Band. Outfit bangs out the boogie-woogie blues rhythm in acceptable fashion. Good.

VICTOR

4★ 20-1914 Tex Beneke
I KNOW (FT VC)
EV'RYBODY LOVES MY BABY (FT VC)
A smooth ballad and a tune that jumps high and wide with a rugged rhythm are platter mates on this disc to prove that the Beneke lads have a distinctive beat and a crisp, clean type of orchestration that is typically Glenn Miller. This is an operator's record. Vocals are tops and Beneke's handling of the "B" vocals in scat style is excellent.

4★ 20-1915 Betty Hutton
WHEREVER THERE'S ME—THERE'S YOU (V)
MY FICKLE EYE (V)
A duo of boisterous numbers with Betty's loud singing out in front. Slam-bang novelties that will make money for operators. Get it.

3★ 20-1889 Zeke Manners
MAKE WITH THE MUSIC (HB V)
NOBODY'S LOVE IS LIKE MINE
A spirited, drinking-song rhythm is in evidence on the first side. Trio sings the vocals with a close harmony whose infectious quality is sure to catch on with your patrons. Second side is a typical hill-country number. Good disc.

4★ 20-1912 Louis Armstrong
BACK O'TOWN BLUES (Blues VC)
LINGER IN MY ARMS A LITTLE LONGER, BABY (FT VC)
Two numbers that showcase Armstrong's famous trumpet to superb advantage. First is a novel ditty in low-down Louis style with "Satchmo" on the vocals. Flipover has a hearty, emotional quality with the maestro's husky sincerity singing voice featured. A dandy record for operators.

4★ 20-1904 Sons of the Pioneers
COWBOY CAMP MEETIN' (HB V)
TUMBLING TUMBLEWEEDS (HB V)
The ace rustic recording artists come forth with a spiritual and a popular favorite which sport some spirited harmonizing. Smooth numbers usable anywhere. An operator's disc.

4★ 20-1908 Freddy Martin
DINGBAT, THE SINGING CAT (FT VC)
HAPPY JOURNEY (FT VC)
A delightfully clever new novelty number. Tune is infectious and the droll lyrics will catch coins. Second is taken at a leisurely, slow tempo with the Martin Men on the vocals. Get it.

4★ 20-1893 Spike Jones
THE GLOW WORM (N V)
HAWAIIAN WAR CHANT (N V)

3★ 20-1894 Spike Jones
I DREAM OF BROWNIE WITH THE LIGHT BLUE JEANS (N V)
JONES POLKA (N V)

3★ 20-1895 Spike Jones
THAT OLD BLACK MAGIC (N V)
LIEBESTRAUM (N V)
The madcap bandleader who has done the least this year to further the cause of music is at his zaniest on this group of recorded musical rash.

The Jones ribbing of the old standards isn't funny to us but the Spike fans will take it in stride and declare it heavenly. Running the entire gamut of his usual side-splitting and hilariously rhythmic sound effects, this Jones Jamboree of corn cob rhapsodies and hayseed sonatas packs a lot of entertainment of a sort. Pick your spots carefully.

4★ 20-1913 Charlie Spivak
FLAT FEET (FT)
YOU ARE TOO BEAUTIFUL (FT VC)

An instrumental in a jivey vein holds down the first side and a new Spivak style is demonstrated. Very groovey. Second ditty is a Rodgers and Hart reissue and neatly waxed. Good.

ALBUMS

Musicraft Album N 6

JEROME KERN by Walter Gross & Orch. Don't Ever Leave Me, Why Was I Born?, All The Things You Are, Who, Smoke Gets In Your Eyes, The Touch of Your Hand, Make Believe, Why Do I Love You?

These 8 tunes feature Walter Gross and His Orchestra with Gross on the piano and featured on every one of the numbers. Arrangements are good and orchestrations satisfactory. All of the numbers can be used profitably on phonos and time will not hurt any of them.

Victor Album S-44

INTERNATIONAL NIGHT by Henri Rene. Gypsy Rhapsody, Turkish Delight, Neapolitan Echoes, Ecstasy, Dance of the Clown, Peasants Wedding.

A sparkling album featuring Henri Rene and his Musette Orchestra in some of the immortal melodies that have been identified with the bright spots in Europe for years untold. Melodies of Liszt, Mozart, Dvorak, Chopin, Smetana and Tschaikovsky are bright in their new settings as Rene creates a gay, carefree Bohemian atmosphere. Plenty of rich phonograph material here for operators having installations in international quarters.

Capitol Album BD-25

RHUMBA by Carlos Molina and His Music. Rhumba Rhapsody, Arrebatadora, Hasta Manana, Chiqui-Cha, Playera, Tilin Tilin Tilan, Tierra Va Tembla, Volvere.

Rhumba fans will find plenty of meat in this set of numbers and if you have rhumba spots give these a trial. Ingenious styling here and range in tempo from slow bolero rhumba to the rather Guaracha rhumba provides a variety of tunes for any and all of your spots where rhythmic Latin music clicks.

Capitol Album CE-28

ST. LOUIS WOMAN With Original Broadway Cast. Li'l Augie Is A Natural Man, Cakewalk Your Lady, Ridin' On The Moon, Leavin' Time, Lullaby, It's A Woman's Prerogative, Sleep Peaceful (Mr. Used-To-Be), Legalize My Name, I Had Myself A True Love, Come Rain Or Come Shine, Any Place I Hang My Hat Is Home.

Capitol has recorded the tunes from the current New York musical hit show, with an all-colored cast. Ten highly entertaining sides comprise this album and the original, sometimes spicy, lyrics are used verbatim as in the case of Pearl Bailey's singing of "Legalize My Name" and "A Woman's Prerogative." Try these for size before spotting them. All are good.

PEERLESS

4★ 2235 Hermanas Hernandez
POR QUE TE VAS (Bolero)
CONOZCO A LOS DOS (Bolero)

A popular duo gives a nice rendition assisted by Juan Garrido's orchestra. First side is catchy; second lags a bit.

4★ 2308 Gaby Daltas
LAGRIMAS DE SANGRE (Bolero)
PERDON SI HE VUELTO (Canción Blues)

Like a song by Cole Porter, one by Agustin Lara will draw on the name alone. So count on the bolero side for your plays and include Lara's name in the title strip.

5★ 2317 Trio Guerrerense
TIERRA COLORADO (Canción Ranchera)
FALSOS AMORES (Canción Ranchera)

Here are a couple of recordings that will appeal to all. Done in typical style, with tricky rhythm, and all the trimmings, you can't miss on these. For our money, the first is better but the flip-over has its points too.

3★ 2346 Martha Triana
NO VUELTO CONTIGO (Bolero)
CUANDO VOLVERAS (Bolero)

A couple of run-of-the-mill numbers to our mind. Triana does some nice vocalizing but there's no special appeal to these numbers.

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1872 W. Washington Blvd. LOS ANGELES
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REVIEW MUSICAL POPULARITY POLL

JULY, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Doin' What Comes Natur'lly
   Freddy Martin—Victor
   Dinah Shore—Columbia
2. The Gypsy
   Phil Brito—Musicraft
   Ink Spots—Decca
3. They Say It's Wonderful
   Perry Como—Victor
   Bing Crosby—Decca
4. Surrender
   Perry Como—Victor
   Phil Brito—Musicraft
5. Prisoner of Love
   Perry Como—Victor
   Ink Spots—Decca
6. I Don't Know Enough About You
   Mills Brothers—Decca
   Ink Spots—Decca
7. Laughing On The Outside
   Sammy Kaye—Victor
   Teddy Walters—ARA
8. All Through the Day
   Perry Como—Victor
   Three Suns—Majestic
9. My Fickle Eye
   Betty Hutton—Capitol
   Jack Smith—Majestic
10. Sioux City Sue
    Dick Thomas—National
    Jimmy Walker—Coast

On Radio—

1. Doin' What Comes Natur'lly (Freddy Martin)
2. The Gypsy (Sammy Kaye)
3. To Each His Own (Eddy Howard)
4. Surrender (Perry Como)
5. They Say It's Wonderful (Frank Sinatra)
6. Prisoner of Love (Perry Como)
7. The House of Blue Lights (Ella Fitzgerald)
8. Laughing On The Outside (Andy Russell)
9. Sioux City Sue (Bing Crosby)
10. Hey! Ba-ba-re-bop (Tex Beneke)

Best Selling Sheet Music—

1. They Say It's Wonderful
2. The Gypsy
3. Prisoner of Love
4. Laughing On The Outside
5. All Through the Day
6. I Don't Know Enough About You
7. In Love in Vain
8. Full Moon and Empty Arms
9. Doin' What Comes Natur'lly
10. Sioux City Sue

Best Selling Records—

1. Prisoner of Love (Perry Como)
2. The Gypsy (Ink Spots)
3. They Say It's Wonderful (Perry Como)
4. Surrender (Perry Como)
5. Doin' What Comes Natur'lly (Freddy Martin)
6. Hey! Ba-ba-re-bop (Tex Beneke)
7. The Girl That I Marry (Frank Sinatra)
8. Full Moon and Empty Arms (Carmen Cavallaro)
9. Sioux City Sue (Dick Thomas)
10. Bumble Boogie (Freddy Martin)

On Wired Music—

1. They Say It's Wonderful
2. Prisoner of Love
3. The Gypsy
4. Doin' What Comes Natur'lly
5. All Through the Day
6. I Don't Know Enough About You
7. Laughing On The Outside
8. Sioux City Sue
9. Cement Mixer
10. My Fickle Eye

Western Hit Parade—

Tunes most requested by the listers to the only Western Hit Parade on radio:

1. New Spanish Two-Step (Bob Wills)
2. Guitar Polka (Al Dexter)
3. Wave To Me, My Lady (Gene Autry)
4. Cincinnati Lou (Merle Travis)
5. Sioux City Sue (Jimmy Walker)
6. I Wish I Had Never Met Sunshine (Gene Autry)
7. Roly-Poly (Bob Wills)
8. Someday You'll Want Me to Want You (Elton Britt)
9. Doin' What Comes Natur'lly (Spade Cooley)
10. I Must Have Been Wrong (Bob Atcher)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. The Gypsy (Ink Spots)
   Decca
2. I Know (Andy Kirk)
   Decca
3. R. M. Blues (Roy Milton)
   Juke Box
4. Hey! Ba-ba-re-bop (Lionel Hampton)
   Decca
5. Don't Let the Sun Catch You Crying (Louis Jordan) Decca
6. Red Light (Roy Milton)
   Milton
7. Mr. Fine (Roy Milton)
   Milton
8. I Got a Right to Cry (Erskine Hawkins)
   Victor
9. Route 66 (King Cole Trio)
   Capitol
10. More Than You Know (Al Russell Trio)
    Excelsior

Phono Plays Part In Pastor's Play Program

PURSGLOVE, W. VA.—A change has come over once-stern Presbyterianism, and as a result a change is coming over the lives of miners and their families in this dingy town of slightly more than 1,000 souls.

As reported in a recent issue of *Life* magazine, the change came with the appearance of the Reverend Richard C. Smith from Princeton Theological Seminary who moved his wife into a long, rambling building called The Shack.

He's never bothered to organize his church formally, nor even to build a real church building. But outraged by the filth in the community he organized a cleanup in which he got miners and operators to cooperate, then set up a playground, a 3,500-volume library, a baby clinic. In The Shack he made room for his auditorium, provided classes for miners, and then—demonstrating a practical application of Christianity which accepts harmless things as harmless—installed a pool table and an automatic phonograph for teen-agers. This last item, he says, "Puts us one up on the nearest beer hall."

His latest development was the formal opening, on Memorial Day, of a $3,000 swimming pool which, like the other features set for the community, will be shared by whites and negroes alike as another practical demonstration of Christianity.

Ferguson Flies Own Plane

DULUTH—Latest coinman to take to the air is Kenny Ferguson of K. H. Ferguson Co. in Stillwater. Ferguson recently flew into town in his own plane to obtain new equipment for automatic phonographs.

Advertising on Phonos?

An inventive genius—it says here—has now a device which will play advertising commercials between records on an automatic phonograph.

Webster defines a genius as a "person of phenomenal intellectual powers." This fellow may have terrific intellect but he certainly hasn't much logic or reasoning aptitude. One of the appeals of the phono as it operates today is the absence of harassing sales patter. The radio has a corner on the spoken commercial, and as far as Phonodom is concerned, they can jolly well keep it.

Advertising between discs may be an added source of revenue but in the long run it will create so much unfavorable reaction and cut play so drastically that location owner, operator, and advertiser will wish they had never heard of this "genius" who fathered the idea.

Carter Back From East

LOS ANGELES—Nick Carter, of Nickabob Co., Los Angeles, and Nickabob Sales Co., Fresno, has returned from a sojourn in the East and Middle West during which he lined up some new representation and arranged for early delivery on a number of new products.

Nick took a Constellation out on July 4th and with the Constellations grounded, took a restful trip back to the Coast on the Santa Fe Super Chief.

While in the East Carter made final arrangements for a brand new cigarette vending machine which will be announced shortly. The Nickabob firms will hold exclusive distribution on the vendor for the State and 500 are promised for early delivery.

A number of other connections were made which will be announced as products are ready for delivery.

AMI Phono in Record Marathon

CHICAGO—From the days of the first marathon race in Athens the United States has been contest-conscious. Dance marathons, walkathons, bicycle riding endurance tests, flagpole sitting—these have passed and re-passed in countless reiteration over the American scene.

And now comes a new "thon": a record playing "mara." H. H. Vanderzee, Vice-President and Chief Engineer of AMI Inc., has had the machine flipping discs for ten hours a day. At this writing the mechanism has rung the bell 70,496 times without a pause.

It hasn't been easy, either. DeWitt (Doc) Eaton, Vice-President and General Sales Manager, put the machine to one crucial test after another, tilting to a sixty-degree angle and even dropping the mechanism on the floor. But it keeps right on playing.

COIN MACHINE REVIEW 56 FOR AUGUST 1946

Ernie Richardson — George Arosteguy

GEORGE'S PHONOGRAPH SERVICE

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We specialize in complete overhauling of all types of music equipment. Expert phonograph repairs by former Minthorne Music experts. New and Used Radios. Radio service by Eddie Hupp, one of the best radio men in the state. All work guaranteed.

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Established 11 Years

28 Machines

5 Box Locations

Net over $11,000 the last 12 months. 90 per cent of locations are in one section of Los Angeles.

PRICE: $10,000. Terms. Good reason for selling.

BOX 785

COIN MACHINE REVIEW

1115 Venice Blvd. Los Angeles 15, Cal.

What's Going on? in the UNITED STATES

St. Louis

As the hot summer weather begins in the 49th State, operators in all branches of the Coin Machine Industry are finding it tough to keep things going. Even the vending machine gang, who had plenty of vendable merchandise in recent months, are feeling the pinch as supplies fell off in late June and early July.

Biggest problem, of course, is the fact that old phonographs and pin games which have been doing double duty during the war are wearing out on location—with no replacements forthcoming. Ops who formerly turned in machines as soon as they began to show signs of trouble now are amazed to find that they can get another year out of their machines with a bit of effort.

Typical of this new interest in service and "keeping 'em playing" is Bill Dillas, head of Universal Sales Co. which runs a string of 150 units split up between vending machines, phonographs, one ball and five balls. Before things got difficult in the parts replacement and new-machine field, Bill normally turned in his equipment as soon as it had begun to show too-frequent need for service calls. Operating in a business-like manner, Bill put every machine on a definite schedule to pay out its cost, make returns on the investment over a varying period of time according to the location, and an eventual trade-in date estimated.

The war, of course, knocked this in the head—and necessitated keeping every vendor, pin game and phonograph on location for an indefinite period. Bill had to make a lot of changes but now, two years after the first "break" made replacement out of the question, he's sailing along smoothly with an efficiently operating string minus a lot of the headaches many operators are meeting up with.

"What we did is to simply recognize that the problem now isn't new machines but service," Bill reports. "We realized that more time was going to be required on the road, and a lot harder work was ahead. Therefore, as soon as possible, I fitted up a rolling coin machine repair shop, using a panel truck for the purpose, which is divided into parts, tools and general equipment for handling 44 vending machines, and 105 assorted phonographs, games, etc. We transferred everything possible from the headquarters shop into this truck, and fixed it up so that we can handle anything except major motor overhauls right out of the unit.

"The next thing we did was to hire an expert, veteran mechanic good enough to handle any type of repair work, and put him on a straight salary good enough that he can afford to be on call 24 hours a day. I think many operators make a mistake by trying to economize on service and repair expense, when actually that's the only thing keeping the nickels coming in today. Therefore, we located the best man possible, put him on repairs full-time. Paid well enough at the figure he set for himself, we can relay service calls to him at any hour of the night or day, and depend on him getting there to make the repairs on the spot. He takes the truck home with him at night, and never goes anywhere without calling in to make sure we can locate him."

The result of this system, capitalizing on a full inventory of parts and tools plus speed-limit travel to whatever location calls in, is that Universal has never had a machine out of operation more than a couple of hours. Handling up to ten calls per day, Bill's expert mechanic is more than paying his way in maintaining steady returns over the string of 150 units.

Many ops are turning to punchboards to fill in the gaps in location income. Included are Bill Weinischke and his son, who find the boards fit well with most locations, Elmer Schewe and Randy White, who set up a partnership after discharge from the Army, and Tim Ryan, who has punchboards now at every pin game location. "They find the investment is pretty low compared to the high cost of new machines," Florine Smith, who operates the desk at Ideal Sales Co., pointed out, "and the return is just as good providing the location owner will push the punchboard, too."

Forrest Williams from Fenton, was one of the first ops to come up with a new car—a brand new Nash sedan. He promptly backed it into a fire hydrant and broke the bumper in two—but it was one of the wood substitutes dealers are putting out temporarily, so nothing was lost.

The tentative meeting of the Missouri Amusement Ass'n. for August will be dependent upon whether enough new machines are released to "get a bearing" on the future, according to president Lou Morris. "We're going to wait now and see what the death of the OPA will do," Lou asserts. "The May meeting took care of most of the immediate problems. We're glad to announce that operators seem to be sticking to a definite commission split with location owners, and that special concessions for getting locations have passed out of the picture."

Walter Bowman, veteran op who has been concerned with everything in the coin machine line at one time or another, has announced henceforth he will stick entirely to vendors. His Peerless Vending Machine Co. is rapidly becoming one of St. Louis' largest.

Robert Latimer

Kansas City

Kansas City is marking time until there is more beer, more parts, more machines and other mores. Summer again brings that

Immediate Delivery
ABT COIN CHUTES
and
COMMERCIAL COIN DETECTORS
Mills Vest Pocket F.P., Chutes.....$3.50
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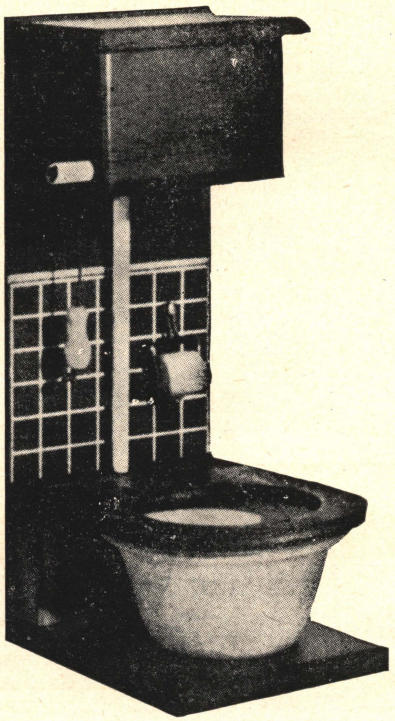


Cigarette Dispenser & Ash Tray

It's comical — It's attractive — It's useful!

ALMOST TEN INCHES HIGH!

Remove top cover—place cigarettes in box—then pull string—and release! PRESTO . . . Cigarette pops out of side! Use the bowl for an ash tray.

- Size—9¾ inches tall; 5¼ inches deep; 4 inches wide.
- Ash Tray is removable and washable.
- Each unit is packed in individual box.

$16.50 per dozen

$16 per doz in two doz. lots. Samples $2 each

TERMS: ⅓ deposit with order — Balance C.O.D.

FAST SHIPMENTS!

A-B TRADING POST

1186 Broadway, New York 1, N. Y.

pall of lassitude during a season that should logically be the best one for entertainment in the year. There is some talk of moving vending units into places where soft drinks are served, but these are for the most part drug stores and who wants to hear music in a drug store? Also the floor space in most cases is too jammed with merchandise. A carnival condensed to storeroom size with plenty of ballyhoo where cold drinks and sandwiches are served might prove a profitable venture even in suburban areas where traffic is heavy.

Our Better Business Bureau recently devoted most of the space in its Bulletin to an illustrated warning headed "Investor Finds No Profits in 'Fool Proof' Vending Machines." "A Kansas City man bought one hundred one-cent peanut vending machines made by the Los Angeles Manufacturers . . . paying a total of $1425 for them, plus $25.00 to the dealer for locations, on the advertised claim it was 'positively the biggest money maker for the investment in the world.'

"After fifty-one machines had been placed in locations and filled with peanuts the investor learned that the mechanisms failed to keep 'chiselers' from draining the machines by wedging a penny in the coin groove with a wad of paper . . . thus allowing the machine to 'trip' repeatedly without expenditure of pennies by the chiselers . . . The machine was advertised 100 per cent fool proof. Advertising of the dealer seeking investors was banned and further investigation is being made. . ."

The Consolidated Distributing Co. is in receipt of new model Rock-Olas and *Champion Hockey* units.

The basement of the Brown Music Co. is now completed following a revamping process which allows modern quarters for a work shop and sales floor.

The Paramount Music Co. has moved to new quarters providing a better display set-up and slightly more floorage. Kitty Kelly is back on the job following her vacation spent at home here. Mike Harris, co-owner, journeyed to California for his summer respite.

Bill Dunfee who operates Bill's Amusements and a radio and appliance outlet reported a plentiful supply of vendors. On display were Aireon and Seeburg units and various pin games.

D. M. Kitterman, National Products Co., is vacationing in the Ozark mountains.

Nick Fasci, The Music Mart, has purchased a new Plymouth motor car.

Warren Doud, Telecoin Corp., is swamped with the business of placing installations of his Bendix coin-operated washing machines. He was successful in recently installing twenty-six in the new ritzy President Gardens addition, and is now busily engaged in supplying twenty for apartment houses in the Fairfax Hills addition, in Kansas City, Kan. He has been forced to move into new and larger quarters where the firm will utilize 2400 square feet of floor space. The building is modern, one story high and has a basement.

Joe Berkowitz, Universal Manufacturing Co., has purchased a lot adjacent to the firm's Minneapolis branch where he will build an addition 70 x 160 feet.

Rumor has it that an association of operators may be formed here. One operator stated he lost a location because a competitor provided ways and means whereby the owner of a new bar could purchase a sizable quantity of beer after the competitive music box was installed. With economic problems getting more complex, it seems that a group of sensible operators ought to be able to get together once in a while and iron out a few wrinkles for their own good. If your correspondent can help boys, let me know.

Mildred Nelson, United Amusement Co., is back from a vacation in which she found time to visit the firm's branches and personnel.

Dave Cooper, Advance Music Co., regretfully informed that Burt Miller, an operator over twenty years in Leavenworth, Kansas, died during the latter part of June. His son, recently returned from the army, will succeed him. Cooper's sidekick, Dave Fleider, is off on a jaunt with Harry Silverburg, W-B Music Co., in Excelsior Springs, Mo. Dave's brother Arvie will be married to a local girl on August 16. He is recently out of the army and works in the service department of the firm. Dave is also responsible for the following appreciated items.

Harry Jones, Jr., who recently saw military service will succeed his father, an old time operator in St. Joseph, as active manager. Michael Kreisch, Sedalia operator, is now in a hospital in Georgia.

Yale Phillips is a new operator working the Slater territory. He formerly serviced a route in Oklahoma. He will handle Aireon exclusively.

A freak gust of wind, possibly a small tornado, at the height of an abrupt storm July 6 caused damage estimated at several thousand dollars at the Vendo Co. branch occupying the two-story building at 1908 McGee. On the second floor, two large window frames, each twenty feet in length and containing four windows, were blown inward. A skylight was blown out, and a section of roofing was ripped off. Water seeped through the second floor. Elmer F. Pierson, president of the concern, stated that he had not yet determined the extent of water damage to punch presses and other machinery on the first floor.

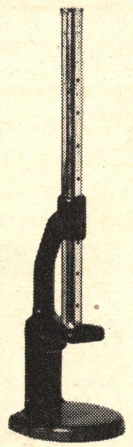
Dev Thatcher

Boston

Business is generally good with coin machine operators in Boston and New England, although some, at least, are having their troubles in getting candy, especially the more popular bars.

F. W. King, president of King Distributing Co., who was in Chicago early in July, found that machines were coming through more freely than they had been, but still there are not enough to meet the demand. This condition applies to all kinds of

(See BOSTON, Page 60)



The New

CHANGE-MASTERS

Solid Aluminum Casting

Polished Chrome

Holds $10 In Nickels

$9.85 Each

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IMMEDIATE DELIVERIES

on

The 1946 Aireon

ELECTRONIC PHONOGRAPH

Attend Our AIREON SCHOOL!

We are conducting an Aireon School for Operators. Instruction by one of the best factory engineers. Music operators are invited to attend. School every day and evening by special appointment. No obligation to buy.

BRAND NEW PACKARD BOXES FOR IMMEDIATE DELIVERY

Packard Cable and Special Brackets for Bars

A LARGE STOCK OF PACKARD PARTS

TITLE STRIPS

THE BEST BRISTOL STOCK
RED BORDER

$4.50

Per Thousand

Quantity Price On 10,000 or More

A Large Stock of

Reconditioned Used Machines

Twins, Hidden 24s, 500, 700, 750, 850, 950 and MILLS

A LARGE SELECTION OF PM SPEAKERS IN CABINETS. $10 UP

ONE Only VICTORY SKEE ROLL. Special — $150.00 to first Customer

Operators Say Our Records Are Really Nickel Getters - - - and They Stand Up. New Releases Weekly. Hear Our New Sensation On LAMPLIGHTER Label:

KAY STARR

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD.
(ROchester 2103)
LOS ANGELES 7, CALIF.

640 16th STREET
SAN DIEGO, CALIF.

BOSTON

(Continued from Page 58)

machines. King Distributing is handling all the leading lines.

Ed Ravreby, head of Associated Amusements, Inc., is expanding his personnel staff. His post-war pals include a separate promotion staff, headed by Harry Poole, who was Staff Sergeant in the Army Air Corps. Poole, who did trade paper reporting for a number of years, is well known in New England.

Ravreby is planning an extended advertising campaign, which will include daily paper in addition to trade publications. He feels that by constant use of all media available, the public will become more familiar with the various coin machines, so that the Industry will become better established. Advertisements carry a general message. The head of Associated Amusements, feels that a productive public relations plan will help the established operators in this area.

Shipments of Aireon phonographs "have been coming in on a weekly schedule and we are trying to take care of our customers to the best of our ability," says Julian Greene, sales manager of Greene Distributing Co., who is back at the office again after a siege of illness.

Out-of-town operators who visited Greene Distributing Co. recently include Dr. Frank Nadeau and Mr. Pelletier, who is associated with him, of Fort Kent; Reggie Lamb, Portland; Louis Tankle, Lewiston; and Joe Votta, Providence.

Among the operators visiting Atlas Distributors were E. C. Goodrich, Rutland; Arthur Strahan, Greenfield; Robert Reno, Greenfield; Hal Beckett and son, Eastport; and Louis Taube, Manchester Music Co., Manchester.

Other operators in Boston recently were Archie Livrsedge, Lawrence; Joseph Roy, Lowell; James Bayzinatti, Sagamore; Francis G. Robers, Old Church Beach; and Le Blond, Pawtucket.

Sunny Magerer, recently with the U. S. Marine Corps, is back with the Apex Coin Machine Co. as a mechanic.

Wash-O-Matic, Inc. has been incorporated with capital stock of 300 common shares having no par value, to handle laundry machines. Louis Dinner is president; Michael Kaplan, treasurer; and George L. Rabb, clerk.

At a recent meeting of the Massachusetts Phonograph Guild, it was decided to get in touch with all distributors of phonographs, and wall and bar boxes and records and form an advisory board. Al Dolna, of Pioneer Music Co., Dorchester, is the moving spirit of the Guild and A. C. Stargis of Automatic Music is chairman pro tem. A permanent chairman is to be chosen later. Distributors will be called to a panel meeting to be held on a date not yet determined at the Copley Square Hotel.

C. Frederic Wellington

Dallas

Extremely hot weather and vacation time has slowed down the volume for coin machine operators of the Dallas sector. Summertime business is off as much as 20 per cent for most local operators. The brightest spot in the business picture is the excellent condition of most all crops in the Southwestern trade territory. With wheat, barley, corn and oats expected to equal or exceed last year's yield, the Southwest is looking to a largely increased business this fall.

Texas distributors for Wurlitzer phonographs, the Commercial Music Co., were hosts to some two hundred Southwest coin machine operators at a party and banquet given by the firm at the Adolphus Hotel recently. The occasion was the presentation of the new Wurlitzer music equipment and the outlining of Wurlitzer merchandising and advertising plans for the coming year. Assisting executives of the Commercial Music Co., were several Wurlitzer factory representatives including Gordon B. Sutton, sales manager; B. O. Holsinger, advertising manager and Al Mendez, regional manager.

Officials and executives representing Commercial were Raymond Williams, B. H. Williams; service managers, Jess Henderson, Oscar Vogel, Carl Oliphant and Malcolm Bell. From the sales department were W. C. Lynch, H. B. White, B. H. Williams, and Herbert Burris, manager of the parts department.

Several Wurlitzer branch managers were also in attendance including F. A. Blalock of F. A. B. Distributing Co., New Orleans; David Levin and S. R. Sanders of G. & S. Distributing Co., Little Rock; and A. J. Metlick of Central Distributing Co., Oklahoma City.

News reaches Dallas that Lou London, executive of the Leader Sales & Distributing Co., is rapidly recovering from a double operation in a Reading, Pa. hospital. Lou is expected to return to Dallas within the next few weeks.

George Prock and Co., Dallas coin machine distributors, are completing an extensive remodeling of their Dallas headquarters offices and warehouse. Revamping and remodeling of the firm's two floors has given them much needed sales and display space.

Operators from all sections of the Southwest continue to come to the Dallas coin machine market. During the past two or three weeks, operators from every state in the Southwest have visited Dallas coin machine distributors. These include Pano Karr, San Angelo; F. L. Childers, Wichita Falls; C. F. Moore, Amarillo; Tony Lewis, Marlin; C. B. Ervin, Tulia; A. E. Chapman, Stephenville; Oscar Glickman, Big Springs; J. H. Dennard, Mineola; G. Tutt, Abilene; P. C. Harris, Know City; C. T. Beale, Bowie; W. F. Emerson, Greenville; Ray Barnes, Palestine; W. C. Wilburn, Mineral Wells; Harold Lee, Vernon; M. C. Hicks, Paris; Mike Koenig, Fort Worth; Buna Carr, Corsicana; W. W. Brown, Henderson; Clarence Cleere, Fort Worth; W. D. Wiggins, McKinney; M. T. Johnson, Fort Worth; W. O. McWhirter, Gainsville; B. D. Griffin, Fort Worth; John Carlisle, San Angelo; Jimmie Bounds, Mexia; Joe Akers, Denton; H. H. Speer, Stephenville; E. R. Terry, Fort Worth; P. E. Ford, Jefferson; Arthur B. Haynie, Brownwood; Brodie Cain, Coleman; J. R. Johnson, Hugo; B. H. Oliver, Idabel; W. B. Mosley, Hugo; C. S. Leigh, Minden; F. M. Smith, Shreveport; Aaron Bean, Shreveport; T. W. Hughes, Shreveport; and Harry G. Sutton, Bosier City.

The Southwest Amusement Co., AMI phonograph distributors, presented the new

MONARCH — THE HOUSE OF FRIENDLY SERVICE

Thoroughly Reconditioned 1-Ball Multiple Payout Tables

Fairmont	$495.00	Kentucky	$275.00	Keeney Fortune	$200.00
Turf King	375.00	Long Shot	275.00	Santa Anita	165.00
Jockey Club	375.00	Sport King	275.00	War Admiral	165.00
Gott. Multiple Races	$95.00	Mills 1-2-3	$89.50		

1-Ball Multiple Freeplay Tables

Longacres	$425.00	'41 Derby	$350.00	Dark Horse	$195.00
Thorobreds	425.00	Club Trophy	325.00	Blue Grass	195.00
Pimlico	375.00	Sportsman	295.00	Record Time	195.00
Mills '40 1-2-3	$99.50				

Thoroughly Rebuilt Slot Machine Values

Gold Chrome 5c	$225.00	Mills Club Console 10c	$350.00	Wat. Rola Top 10c	$ 99.50
Gold Chrome 10c	250.00	Mills Club Console 25c	400.00	Pace Royal Comet Twin 5c & 25c	345.00
Gold Chrome 25c	275 00	Jennings Chief Club Console 5c	195.00	B & G VEST Pockets 5c Met.	55.00
Orig. Chrome 5c	200.00	Jennings Chief Club Console 10c	235.00	B & G V. Pockets 5c Reg.	52.50
Orig. Chrome 10c	225.00	Victory Chief 5c	150.00	B & G V. Pockets 5c JP	62.50
Orig. Chrome 25c	250.00	Victory Chief 10c	175.00	Mills Q.T. Blue 5c	85.00
Blue Front 5c	125.00	Silvermoon Club 5c	165.00	Mills Q.T. Blue 10c	100.00
Brown Front 5c	175.00	Silvermoon Chief 10c	175.00	Groetchen Columbia	99.50
Brown Front 25c	225.00	Silver Chief 5c	165.00		
Black Front HL 5c	225.00	Four Star Chief 10c	150.00		
Black Front HL 25c	275.00	Jennings Golf Ball Console 10c & 25c	195.00		
Cherry Bell 5c	165.00				
Melon Bell HL 5c	195.00				
Mills Club Console 5c	300.00				

BRAND NEW METAL REVOLVE-A-ROUND SAFE STANDS

UNIVERSAL Single	$ 99.50	DELUXE Single	$165.00
UNIVERSAL Double	169.50	DELUXE Double	215.00
Rigid All Steel Construction Very Attractive Finish Modern Design		Extra Heavy Cabinet Beautiful 2-Tone Finish Streamline Design	

STANDARD Single Box Type Slot Stands ea. $24.50

Thoroughly Reconditioned Automatic Payout Consoles

Bakers Pacers DDJP	$345.00	Keeney Sup Bell Tw. 5 & 5	$545.00
Bally Hi Hand 5c Comb.	209.50	Keeney 4-way Sup Bell 3/5 & 25	795.00
Evans Bangtails JP 5c late model	395.00	Mills 4 Bells	495.00
Evans Dominos JP 5c late model	395.00	Jumbo Parade late 5c	165.00
Keeney Super Bell 5c comb.	325.00	Paces Twin Reels 5 & 25	325.00

Free Play Consoles — Beautiful Condition

Jumbo Parade 5c F P	$109.50	Jennings Silvermoon 25c F P	$189.50
Watling Big Game 5c F P	119.50	Watling Big Game 25c F P	189.50
Jennings Bobtail 5c F P	129.50	Bally Hi Hand 5c Comb.	209.50
Jennings Silvermoon 5c F P	129.50	Bally Club Bells 5c comb.	295.00
Jennings Silvermoon 10c F P	159.50	Keeney Super Bell 5c comb.	325.00

TERMS: 1/3 DEPOSIT, BALANCE COD or SIGHT DRAFT

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave. Armitage 1434 Chicago 22, Ill.

TUNGSOL and MAZDA

QUALITY BULBS

Lamp No.	Base	Amps.	Box(10)	Per100
40	Screw	0.15	55c	$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85

Write for Prices On Other Sizes

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

AMI phonographs in a preview showing here recently. More than one thousand operators from all over the Southwestern area attended the showing. The three day showing, a banquet and buffet dinner were held at the company's Dallas headquarters.

Frank W. Wood

Fort Worth

The usual summer-time slump has hit the local coin machine business. Fort Worth operators report business at a slightly lower level than a year ago. Beer and food shortages are still the coin machine men's handicap. Both beer and food are in such short supply that several larger restaurants are closing from two to three days per week. Full time operation of these places would no doubt, hold business above that of last summer's high.

Cigarette vendors are in heavy demand, but the supply is short. Local operators have placed orders for large numbers of new vendors, but the factory shipments have been disappointing to date. Only a few vendors have been received on the local market.

Music operators are faring a little better. Phonographs are coming through in limited quantities. However Wurlitzer and Seeburg are the only phonographs being received by the local trade.

With the remodeling of several local restaurants and the opening of new night clubs, the demand for both phonographs and cigarette vendors is in high gear.

Operators from West Texas report an improvement in the coin machine business in the Western sector. Recent rains have improved business in general in that section. From Snyder, Texas, comes the report that West Texas politicians have taken credit for the recent crop-saving rains. One campaigner claimed that it had rained recently in every section of the state in which he had campaigned.

J. D. Rainey, formerly with H & H Sales Co., has established Fort Worth's newest coin machine firm. Rainey heads the A.B.C. Novelty Co., at 1511 Calhoun St.

Tom Clore of the Clore Amusement Co., Sherman and Denison, was buying coin machine equipment from Fort Worth's distributors recently.

W. E. (Dick) Dixon, manager of Southwest Amusement Co., Fort Worth branch, reports plenty of orders for the new A.M.I. phonographs. Orders for twenty-five phonos for one operator and ten new machines for another local operator have just been booked by energetic Dixon.

Jim Powers, well known operator of Grand Prairie, placed orders with Fort Worth distributors for new coin machine equipment during the past week.

J. Raymond Bacon, Jennings Vice President, points out to Dave Bond, of Boston's Trimount Coin Machine Co., the flawless patented escalator featured in Jennings famous Chiefs. Bond was surprised at many revelations found at the plant.

A sparkling new neon sign graces the Fort Worth headquarters of Panther Distributing Co. An artistic reproduction of a panther, similar in design to the one that has been the symbol for the Fort Worth baseball club, makes an appealing sign for the wholesale firm. The firm will also install a complete new system of steel shelving in its local offices and warehouse as soon as it is received from the factory.

Real estate prices are skyrocketing in Fort Worth and rents on business property have risen to two and three times their former rates. The high prices are expected to cause a let-down in the recent wave of new restaurants and night clubs that have opened here.

Trinity Distributors, Inc. is Fort Worth's newest wholesale candy and tobacco firm. The new firm, headed by Clarence Cleere, will distribute several nationally known brands of candies, cigars, and tobacco products. The Cleere firm is also one of Fort Worth's largest coin machine operators.

Frank W. Wood

Houston

E. L. Hearn, Jr., of Globe Record Co., Los Angeles, was in Houston on a combined business and pleasure trip. He is a nephew of the locally well-known phonograph operator Lester Hearn and took his first step in the coin machine line operating music with his uncle. Hearn's trip included several of the larger cities in Texas and the Southwest.

Some months ago C. O. (Red) Harrington, Harrington Amusement Co., sold his phonograph operating interests to the firm of Taylor & Steele. Since then Harrington Amusement has sold merchandise when it was available and is specializing in the sales and repairs of used operating equipment of all kinds.

The Texas Novelty Co., Beaumont, believed to be the largest phonograph operating company in the world, has divided its holdings. Michael Clem, senior partner, remains at the head of Texas Novelty Co. Theodore Clem established the Sabine Novelty Co. which he will head.

The H & D Novelty Co., Schulenburg, recently split its operations. Erwin Herzik remained in Schulenburg. Ben Diebel, the other partner, established operations at La Grange.

C. B. Pierce is out of the army and owner of the Exclusive Record Shop in Beaumont. Before going into the service Pierce operated music—Ray Roecker, Wharton; Frank Farmer, Liberty; A. E. Schatz, Summerville; M. Clem, Beaumont, shopping for records in our fair city.

E. L. (Eddie) Oates back from a four year stretch in the army and again selling RCA-Victor records—A. A. Sage, local manager of S. H. Lynch & Co., proud father of an eight and half pound girl born June 6th. Sage's first child, a boy born June 19, 1940, was the largest baby born that year in the city's largest maternity hospital. He weighed just over 10½ pounds—Attractive and efficient Buena Barron now with Crowe-Martin Distributing Co. in the wholesale record department—Mrs. Lillian Atkins, happy smile and all, back at her desk in office of Crowe-Martin after a serious illness.

Coin Machine Sales Co. reported a few sales of one ball table games and announced that immediate prospects were brighter.

Crowe-Martin Distributing Co. enjoyed more than average success with records of original Spanish and Hillbilly numbers, recorded locally with the cooperation of Globe Record Co.

Houston plant of General Distributing Co. has been enlarged and completely re-

EVANS CONSOLES

Cash Pay — Free Play — Combination F.P. & C.P.

7 COIN — 5c or 25c PLAY

——1946 A. C. Models——

•

WILLIAMSON DISTRIBUTING CO.

Exclusive Evans Distributor for Northeastern California

1220 K. Street **Sacramento, California**

HERE NOW!

Gottlieb's New Post-War

STAGE DOOR CANTEEN

5-BALL NOVELTY GAME

FLASH, ACTION, APPEAL and COLOR

NOT A REVAMP!

$274.50

EXCLUSIVE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico **Los Angeles 15**

modeled. Tom Williams, part owner, has hopes for more new stuff and faster delivery.

Standard Music Distributors reported increased numbers of Aireon phonographs for immediate delivery.

Houston Branch of Commercial Music Co. gave a banquet at a local hotel recently for South Texas operators having a Wurlitzer franchise. Twelve local operating firms, sixteen out-of-town firms and numerous independent operators were represented.

Houston Amusement Co. reported business as fair and improving.

S. H. Lynch & Co., Seeburg distributors, now occupy a completely modern sales and service plant on Calhoun Ave., just off Main. This is the permanent Houston branch and will take care of Seeburg operators in the Houston and South Texas area.

Southern Distributing Co., Rock-Ola distributors, reported their quota of phonographs already disposed of, but fair business in other lines of coin-operated equipment.

John G. Wright

Mississippi

The average Magnolia State coin machine man asserts that business is "too good" and all declare that they expect it to continue on that way. Independence Day found all locations crowded and business was never better throughout the months of June and July. However, the usual summer slump is anticipated for August.

It is still a problem—the beer situation. Some operators have their own agencies and several local operators went so far as to purchase themselves a brewery in Illinois. This beer they get to their locations and what's left, if any, goes to the rest of the "beer thirsty" people of the locality.

Some new machines are appearing and parts are easier to get than in recent months. However, it's still a problem to keep the old machines going, and it seems even a harder matter to get the needed new machines installed.

There has been an increase of locations all over the state, and if the operators had more machines, they could get additional locations easily. The supply just doesn't meet the demand at present. And that means that it will be quite a while until all locations wanting new machines get 'em.

All in all, the situation is not so gloomy as it was several months ago, and all operators are turning into optimists over the outlook.

James A. Caire, son of operator Beauvais Caire, accompanied by his wife, has departed for Savannah, Georgia, where he will go into the coin machine business.

Joe Payne is the newest member of the Ewing Co. having recently come here from Jackson, where the company also has operations.

Johnny Littlejohn, who spent time here working with the Ewing Co., has been transferred to Jackson. His place here is being capably filled by Bill Johnson assisted by Don Lynar and the owner and manager, P. K. Ewing, Jr.

James W. Sheppard, co-operator of the F and N Co., had a recent accident when he stuck a nail in his foot. He is now up and about and says he is over the ill effects of his accident.

Operator Ham. B. Nelson has returned from a business trip. He was accompanied by his daughter, Mrs. J. W. Sheppard, who remained in Canton for a visit.

Mr. and Mrs. R. Edgar Butler have returned from a business trip to Baton Rouge and Jackson.

John Eidt, Eidt Enterprises, is out after his recent illness and is now on his route.

Operator Neil A. McLean, Jr. and Miss Margaret Virginia Fowler, were recently married at the home of the bride's parents. P. K. Ewing Jr., also an operator, was best man.

Mr. and Mrs. McLean will make their home in Natchez, where the groom has extensive machine operations together with his partners, George and T. J. Guido.

Operator William H. "Bill" Baldwin, accompanied by Mrs. Baldwin and their sons, Bill and Mike, has returned from a pleasure trip to California, where he visited with relatives in San Bernardino, San Francisco and Los Angeles. Baldwin says the west is a magnificent place and he found all operators enjoying a good run of business, but like southern operators, all needed new machines and "hard to get" parts.

Thornton Smith, son of operator Ned Smith, was home recently on a week-end holiday from LSU summer school, which he is attending under the G.I. Bill of Rights. Smith says operators in the Louisiana Capitol City are all doing a land-office business.

Jim Field and Hudson Bell, well known operators of Clarkdale, were recent business visitors to Natchez. Field is a former resident of Natchez, having been in the coin machine business here before going to the Mississippi Delta, where he is now one of the biggest operators in Coahoma County.

Operator Lou Alexander of Natchez, has left for a vacation trip to N. Car., later going to other points in the east before returning home.

Copeland Goss, who has been operating in Natchez, left recently to make his home in Houma, La.

Sidney Warren, well known operator, is enjoying his vacation and plans on taking a trip before he returns to his route.

Capt. Dick Elder, prominent operator of Fayette, was here on business recently and told friends that his locations in the neighboring county of Jefferson are enjoying a fine play at the present time.

Mickey McGuire, for many years a Natchez operator, is now in the coin machine business in Savannah.

A notable visitor who called on his numerous friends in the coin machine trade was Henry "Zeke" Bonura, the former major league baseball star, now managing the Evangeline League club at Thibodaux. Zeke formerly operated in New Orleans

P. H. Gaugh, Meadville operator, was here on business recently and reports that business is very good in his section of Southwest Mississippi.

Among recent business visitors from across the Mississippi River in nearby Louisiana were Operators Charley Testa and Nick Bruno of Waterproof; Bruce Swayze, Boots Drane, and J. S. Cross of Ferriday; Buddy Chisholm and Charley Smith of Sicily Island; and Jim Cross of Vidalia. The Louisiana operators declared their locations were all doing well, but it is becoming more difficult to get needed parts and new coin machines.

Harold M. Case

New Shoe Shiner

DETROIT—Another shoe shining machine will make its debut shortly. Arthur J. Jacques expects to go into production soon with his machine which is known as Shoematic.

* * *

"I know I'm just a little pebble in your life," said the bashful boy.

"Well," she responded, "why not be a little boulder."

EVANS' QUALITY CONSOLES — LOCATION PROVED FOR TRIPLE-A PROFITS

Proved Appearance — Proved Action — Proved Appeal

Little Duke
Fast action of this console nets big profits. Trouble-free electrical mechanism spins a light under the flashy top, pointing out number and displaying odds of 2-1 to 45-1. Gyp-proof, 7-coin head allows seven profits on every play. Little Duke is the sensational number - game of today. Place it anywhere!

Casino Bell
This queen of Bell machines, with Evans 5-coin, gyp-proof head, 5 individual payout cups and 5 jackpots, with reserve jackpots, gives you profit of five machines at cost of single machine. Available in straight 5c play, straight 25c play or combination 5c and 25c play with three 5c slots and two 25c slots.

Bang Tails
Greatest racing console ever built. Evans offers this perfected model with brand new, famous race horse selections. New "machine gun" action, single coin payout. New Free-Play convertible feature. Seven persons can play at once. Pays 3-1 to 30-1 with twin jackpots, one in reserve. 5c or 25c models.

Galloping Dominoes
For years Evans' Galloping Dominoes has repeatedly won the confidence of operators by returning greater profits and faster, trouble-free action. New model offers many refinements. Pays odds of 2-1 to 30-1 with twin jackpots, one in reserve. Available in 5c or 25c models. A game with long-lived pay-off!

PACIFIC COAST DISTRIBUTORS

EXCLUSIVE DISTRIBUTORS FOR SOUTHERN CALIFORNIA AND ARIZONA

1347 W. WASHINGTON BLVD. Richmond 5527 LOS ANGELES 7, CALIF.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- Adequate Insurance—A Must For Every Vending Operator
- Ice Cream Vendors Will Find Lush Field
- Candy Men Told To Get Ready For Coming Buyer's Era

THE

National Automatic Merchandising Association

Stands One Hundred Per Cent Back of the Automatic Merchandising Industry and Deserves the Support of Every Person Engaged in This Field. Join the NAMA Today.

August, 1946

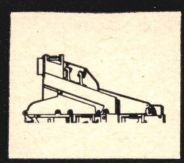
THE *Challenger* IS BRAND NEW

Its operating features are **EXCLUSIVE** with DuGRENIER!

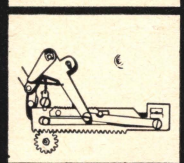
They combine to make the

DuGRENIER *Challenger*

AMERICA'S FOREMOST CIGARETTE MERCHANDISER



ONLY THE CHALLENGER has a single Coin Insert for 5¢, 10¢ and 25¢—and Speedy Coin Drop to facilitate each purchase.

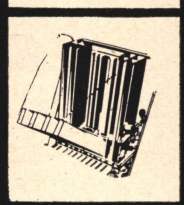


ONLY THE CHALLENGER has a delivery mechanism that operates on moveable steel racks and stationery shaft mounted on ball bearings to provide easy operation, eliminating all torque and strain to insure the maximum life of the machine.

ONLY THE CHALLENGER has a new, simple, compact lower coin mechanism which requires only one adjustment pre-set at the factory).

ONLY THE CHALLENGER permits ready accessibility to the entire mechanism. A single operating handle moves the complete unit forward in the cabinet in three convenient positions for instant servicing.

ONLY THE CHALLENGER Coin Mechanism operates on nickels, dimes (and quarters — optional) With separate slug rejection for each size coin (quarter—optional). You can operate different columns to vend at 10¢, 15¢, 20¢ and 25¢, in the same machine— Coins automatically are separated into proper channels from one insert



ONLY THE CHALLENGER offers the most conveniently located free match unit to speed servicing time, and, cigarette columns (regular and auxiliary) that hold Standard or King Size packs without any sleeves, slots or gadgets.

ONLY THE CHALLENGER has ejector handles that are formed steel sections that will not break, and a revolutionary type ejector that eliminates all package load on the delivery mechanism (no jamming or mutilation of cigarette packages), PLUS a positive empty column lockout device. (No cash refunds to customers because of money lost in empty columns),

DuGrenier is proud of these exclusive features—Proud of its brand new Challenger . . . designed from first to last to give you the greatest return on your investment.

ARTHUR H. DuGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers

15 HALE STREET, HAVERHILL, MASS.

NAMA Convention to Be "Biggest and Best Ever"

CHICAGO — The most elaborate and basic program ever offered automatic merchandisers.

That is the platform adopted by NAMA for its tenth anniversary convention to be held October 16 through 18 at the Congress Hotel.

"We are laying out three days which ought to contribute more to the welfare of our industry and its members than any convention ever before attempted," declared B. W. Scheuer, chairman of the convention committee.

An imposing line-up of forums, discussion panels, and speeches, spearheaded by leaders in the automatic merchandising field and other allied industries is high on the agenda, as well as election of directors. Legislative problems, availability of vending equipment and supplies, and business practices will also be given full discussion. Operators' problems will not only be dealt with on a broad basis but individually as well.

Preliminary plans have already been approved; the final program is now being worked on.

The October get-together marks the first fully-developed meeting since war-time restrictions prevented large gatherings and non-essential travel.

The last annual meeting, held in November, 1945, was primarily concerned with business sessions. It was at this confab that the present three-year $200,000 public relations program was approved.

Operators, manufacturers and suppliers desiring accommodations are requested to reserve rooms by writing NAMA, 120 S. LaSalle St., Chicago 3, Ill. The Congress Hotel will not accept advance registrations for the convention.

Gallarneau Plugs Town

AMARILLO, Texas—One of the best friends and boosters this town has are the Gallarneau Brothers, vending machine operators and candy wholesalers.

The Gallarneau boys never fail to put their shoulders to the wheel on any cause that will aid the community. Recently the local *News-Globe* prepared a booklet setting forth statistical data on Amarillo as the 5th major distributing market center in Texas and one of the nation's 60 major distributing markets. Gallarneaus snapped up the opportunity to spread the Amarillo gospel by dispatching copies of the booklet with their compliments to coin machine principals to show the importance of the area in which they operate.

Mills Corp. Ready to Go On New Drink Vendors

CHICAGO—Pace-making the post-war vending era, the Bert Mills Corp. has completed working models of a coffee vendor (500-cup capacity)—which can also be adapted to hot soup—and a soft drink machine (240-bottle capacity). Patents on both are pending and production is slated to get under way as soon as sufficient steel is available.

The hot drink vendor operates on a four-choice basis: black coffee, with sugar, with cream only, or with cream and sugar. The customer uses a dial selector in choosing the type he desires.

The coffee is made in a spiral Pyrex tube and mixes the ingredients as they flow. Cream, sugar, and coffee are in dehydrated form. A three-gallon hot-water tank feeds into a Pyrex container equipped with an electrical mechanism to take care of heating.

When a coin is inserted, part of the coffee tube is filled; almost simultaneously, the hot water flows into the tube and from there to the paper cup. Cups are eight ounces, double wrapped and insulated. The entire operation, from the time the coin is chuted until the coffee is served requires three seconds.

Future plans call for adapting the machine for iced coffee.

The Bert Mills Corp. has closed a contract with a firm not presently connected with the coin machine field to handle the manufacture of both vendors.

Silver Visits Southland

LOS ANGELES—Leon "Hi Ho" Silver, San Francisco vending machine operator, in company with William Newman, Pacific Coast Representative for Pulver Gum, and Al Jones, Oakland operator, visited here on June 28th to 30th, coming south in Newman's new Cadillac.

While here "Hi Ho" visited THE REVIEW and revealed some terrific plans for the future. "We're re-constructing our organization, increasing our store and service space and have a big surprise in store for the skeptical in the near future," related Silver. "Just keep your eyes on our messages in THE REVIEW. We are the fastest and most phenomenal growing candy and gum operators in the State of California."

New Detroit Operators

DETROIT—Two new firms are entering the field here. Max S. Schreiber is establishing the Crown Vending Machine & Supply Co. at 19350 Warrington Ave. Cass Music Co., 1751 Cass Ave., has been incorporated with Max R. and Marcella Marston and Thomas Du Ross at the helm.

Coin-Served Dinners In Theatre Lobbies

CHICAGO—The title of this little one-act play is "Housewife's Dilemma." First scene takes place in 1946:

One of the downtown movie emporiums is featuring Van Watson, wifey's most glamorous heart-throb, and her romantic appetite will never be completely appeased until she sees her favorite smooch-artist deliver the goods. But while wifey is simply dying to see the flicker, she knows that unless her kitchen is well-stocked with vittles when hubby brings his ravenous appetite home, there will be a serious inter-family conflict. So wifey foregoes her favorite movie treat and shops instead.

1947: The frustrated wife of last year is now a happy, gay creature. Van Olson (he's the new throb who's replaced Van Watson in the fickle hearts of women) is appearing in his most smouldering scenes of ecstasy, and while wifey has done no shopping, she can attend the movie without a single qualm of conscience—and still have dinner on time.

How come? Because in the near future there will be mechanically refrigerated machines in theatre lobbies which will vend meats, frozen fruits and vegetables. So state officials of the vending industry in a report to the Refrigeration Equipment Manufacturers Association.

Are there any skeptics who still doubt that we have embarked on an unparalleled era of coin machine trail-blazing?

Postage Stamp Machines Ruled License-Free

WATERBURY, Conn.—Because postage stamps are "goods, wares and merchandise" and are not "novelties," no city license is required.

In a precedent-setting decision, Judge John T. Cullinan of Common Pleas Court ruled that Joseph Martone, who was appealing a $50 fine imposed in City Court, was not guilty of any violation.

In the test case, Martone was charged with failure to obtain two stamp-machine licenses, although he had already purchased licenses for 20 others. The accused brought out the fact that being a veteran, he was exempt from paying a license fee under the statutes. The prosecution claimed stamps were "novelties" and therefore could not be vended without a license.

In handing down his decision, Judge Cullinan said: "Had the General Assembly desired to prohibit the vending of postage stamps without a municipal license, it could easily have found necessary language to effectuate this intention. Further, I think it no answer to the problem to attempt to classify government stamps as novelties since that word connotes a new article of trade, or a variety of goods differing from the staple or ordinary kinds."

Gum-Chewing in Class Praised

CHICAGO—School teachers who ban gum-chewing in class were given a gentle slap by Dr. George Crane, psychologist and writer. Standing unarmed before a meeting of teachers, Dr. Crane bravely waded into the crux of the matter. "The children grind off their excess nervous energy by chewing gum. Some of the tension of modern life would be relaxed if each child were given a stick to chew."

Ice Cream Vendor Coming

NEW YORK—David Rubin is busier than ever these days. Plans for his new ice cream vendor are occupying a lot of his time. Machine will vend three different types of ice cream products.

COIN-WRAPPERS

HIGHEST QUALITY

Less than case lots — per thousand	65c
1 to 4 Cases (30,000 per case) per thousand	60c
5 or More Cases (30,000 per case) per thousand	55c

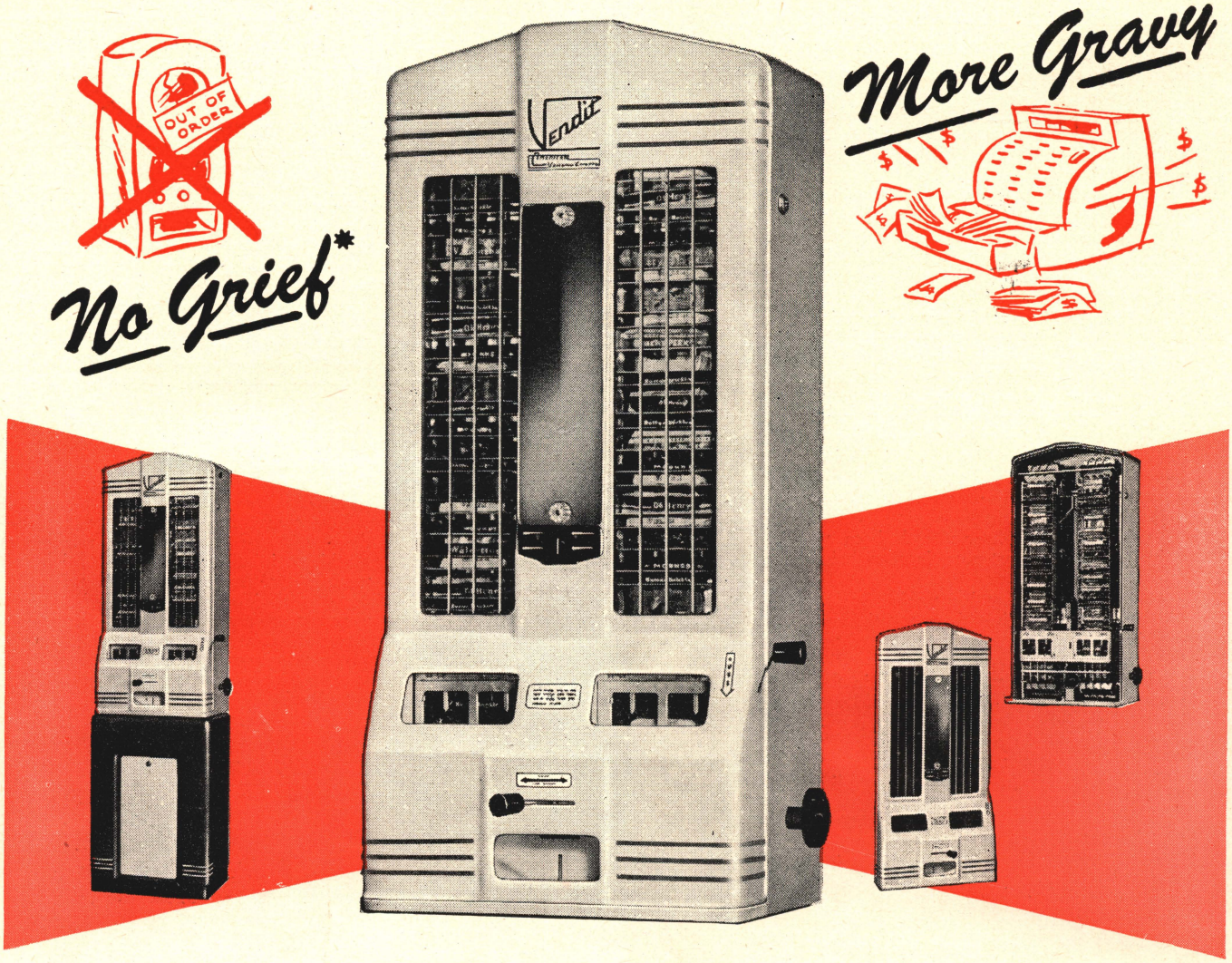
Geo. R. Murdock &

ASSOCIATES, INC.

1797 UNION STREET SAN FRANCISCO 23, CALIF.

No Grief*

More Gravy*



*THAT'S WHY COIN MEN WANT

THE VENDIT

The VENDIT's simple, rugged construction puts an end to mechanical grief. Only four simple sub-assemblies, all quickly removed and replaced. The last word in positive operation, VENDIT either delivers the candy or returns the coin . . . no disgruntled customers. Fool-proof, thug-proof, slug-proof... a child can operate the VENDIT, yet nobody cheats it. That's why the VENDIT means *no grief!*

The VENDIT's streamlined beauty makes them stop, look and buy, wherever you install it, on the wall of a busy factory or the floor of a smart theatre lobby. 150-bar capacity means less frequent servicing. The soundest engineering in the industry cuts maintenance cost to absolute minimum. Result... VENDIT sells more candy and gum, and you make more money. That's how the VENDIT assures *more gravy.*

For Early Delivery, Place Your VENDIT Orders Now!

8-1

American Vending Corp.

Distributed by THE VENDIT CORPORATION, 2946 W. Grand Ave., Chicago 22, Ill.

Adequate Insurance — A Must For Every Vending Operator

It happened in the days when beverage vending was in its infancy and the company handled the operation directly. One of the machines was located outside a grocery store. A chap working at a nearby service station sauntered over one memorable morning, shoved in a nickel and uncapped the bottle.

He lounged around outside the store, sipping leisurely. The day was hot and after hours of grime and grease, the soft drink was soothing to his throat.

Half the bottle had been consumed when he became aware that the soda water had a peculiar flavor. The gas stationer lifted the glass to eye-level and squinted. He gulped and stared, and passersby noted a whiteness coming over his face, even to the eyes. The hand holding the bottle trembled. His thirst was suddenly quenched—quenched by a revolting sight. Floating in that bottle was the mangled body of a mouse.

How could such a thing happen? Beverage bottles are subject to the most stringent codes of sanitation. The empties are washed and sterilized. Brushes reach into the bottles and scrub vigorously. And before they are refilled, they are washed and sterilized again.

Apparently the mouse had managed to crawl inside the glass mouth and the brushes, instead of removing him, had crushed him.

The horror-stricken customer reported the event to the company's route man and the route man lost no time contacting headquarters. A $5,000 check was in the gas station man's hand before he had recovered from the shock. If he had chosen to sue instead of settling, he probably could have nicked the firm for many more thousands. And if it had been a vending operator, that man would have lost every nickel he had ever saved and every earthly possession he had accumulated—unless he was fully covered by insurance.

I know what you're thinking: that's a very interesting story but it could only happen once in a lifetime.

Yes, and *you* may be the one, and it might be in *your* lifetime that it happens!

Recently a customer was awarded $127,000 for the loss of an eye resulting from an exploded bottle cap.

Once is all it takes. Just one catastrophic once.

The accidents that may befall the operator, his trucks, machines and merchandise is never-ending. Insurance is a protection every vender needs to keep his life savings and income from being devastated.

What kind of insurance should you have for complete coverage?

Rule One is: Protect first those hazards which expose you to the greatest financial loss or liability.

The minimum types of insurance that the average vender must carry to protect his business are, in the order of their importance, as follows:

1. Workmen's Compensation or Employees' Liability Insurance. Minimum, $25,000/$50,000.
2. Adequate Limit Public Bodily Injury and Property Damage, including automobiles, all of which is now available in one policy form.
3. Adequate Fire and Direct Damage Perils on Equipment, Home, Store, Warehouse and Contents. Values are so high now that replacement costs can be ruinous; in fact it is imperative for everyone to review all direct damage policies as to amount and accuracy. Most policies written from one to three years ago are wholly inadequate now.
4. Proper Protection for Death Insurance is a vital necessity today as estate taxes are high, and without proper protection many a man, after working tediously to accumulate funds for his loved ones, leaves them without sufficient liquid assets to pay estate taxes which forces sale of assets at a sacrifice to pay the estate tax.
5. Income Insurance is also a most needed coverage now. When the operator is overtaken by illness, his income comes to a halt and one or two persons must be hired to carry on the business. Add this to the cost of hospitalization, doctors, nurses, etc., and you have a very formidable financial burden. Protection, which pays benefits for life, is available at a trifling cost.
6. Partnership Insurance is a needed protection where a partnership exists.
7. Hold Up and Burglary Insurance, also Employee Dishonesty Insurance is more urgently required today than in normal times.
8. Proper protection on Personal Property Insurance, covering such items as jewelry, furs, household goods, clothing in or out of the premises—on land, air and sea—is obtainable, as well as policies for almost any hazard you have.

L. A. Zeigler, a veteran insurance man, whose ranks of policy holders include countless operators, declares: "No one with less than a minimum of one million dollars in liquid securities can afford to carry a part of his own risks at the prices at which he can transfer the burden to an insurance company."

Principal coverages are divided into two groups: the physical and the liability.

I. PHYSICAL COVERAGES

A. Fire Insurance

This insurance covers all direct loss of damage caused by fire, including damage occasioned by lightning, for the actual cash value at the time of loss.

To the fire policy, additional coverages may be added at a small additional cost, such as:

1. Windstorm
2. Cyclone
3. Tornado
4. Explosion, (excluding steam boiler explosion)
5. Riot, including riot attending a strike
6. Aircraft damage
7. Vehicle damage
8. Smoke damage
9. Earthquake
10. Vandalism and malicious damage

If the place of business is located in a state where the fallen building clause is in the standard fire policy, the fire policy covering in that state would cease to be in force if a material part of the building should fall except as a result of the fire. This coverage is also granted in addition to the above.

B. Earthquake Insurance.
Covers loss caused by earthquake and is available in territories where earthquakes are known to occur.

C. Use and Occupancy Insurance, better known as Business Interruption Insurance.
Indemnifies the operator for income interruption loss caused by fire or any hazard insured against.

D. Deferred Payment Merchandise Insurance.
Insures vendor and/or vendee against loss of specified merchandise sold on deferred payments, or conditional sales agreements, covering unpaid balance of account, or both interests in accordance with terms of the policy. Unknown or often overlooked is the obligation of an operator to pay this deferred balance regardless of the destruction of his equipment.

E. Automobile Insurance
Fire and theft and some form of collision should be carried if trucks or cars are used.

F. Burglary and Robbery Insurance.
This type of insurance would cover the hazard of burglary to

OPERATORS! **Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?**

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 — Specialists—Coin Machine Industry — Los Angeles 13, Calif.

property located in the place of business, and robbery would cover losses sustained therefrom.

G. Transit Insurance
This covers goods while in transit for loss or damage caused by selected perils such as fire, lightning, windstorm, flood, collision, derailment, overturning of trucks, collapse of bridges and various other perils drawn to cover the proper exposures each risk may have.

Special contracts have been developed, which include the most physical damage possibilities, such as fire and lightning, burglary, theft, explosion, windstorm, collision and overturn of the transporting vehicle while the insured property is being moved from one location to another, marine perils or ferries. Cost is but a few cents per $100.00 of value per month. An excellent feature of the policy is that it entitles the operator to declare the value and it is on the basis of this declared value that the premium is paid.

As a concrete example of this procedure, let us assume that an operator has 100 new machines valued at $350 each, as of the first of the month. The total value therefore would be 100 times the $350, or $35,000. He would pay premiums monthly on that value. If new machines are added, automatic coverage is granted; likewise, if machines are eliminated, they are removed from the policy.

II. LIABILITY COVERAGES

A. Automobile Insurance
Public liability and property damage insurance should be carried on all cars and trucks with the limits sufficiently high. If employees use their own cars, it is essential that proper liability and property damage insurance be carried; in the event of an accident the employer may also be held liable and according to recent court decisions, he usually is.

B. Another highly important coverage is public liability and property damage, which affords protection in the event of injury to members of the public while at or away from the premises. Many operators believe that the location owner's coverage protects both the owner and operator, but this is not always true. Often, if the location owner or his policy has to pay legally, he or his insurance company brings action against the operator.

C. The coming era of vending heavily stresses machines dispensing food: hot sandwich machines, ice cream bars, frozen food, etc. If the operator fails to procure product liability insurance, he may find himself wide open for a sucker punch. For example: a foreign particle in a food-vended item makes the customer ill. The customer turns to the operator for reparation. As the vender isn't covered by product liability, he switches his gun sights to the manufacturer. After all, he argues, the factory is responsible for keeping its product free from such substances. The manufacturer carries the required insurance and his insurance carrier sees a neat out by fixing the blame on the uninsured operator. The squeeze is on and the vender hasn't got a thing except Lady Luck to counteract the impending blow-up.

D. Workmen's Compensation Insurance.
Most states require employers to carry workmen's compensation insurance as a safeguard to the income of the employees. In states not required, employer's liability should by all means be carried. Very serious criminal as well as civil liability accrues when employees are not protected as above.

In selecting an agency, L. A. Zeigler offers these pertinent points for consideration:

"All insurance should be placed through one agency or serviced by one so as to avoid loop holes and gaps in the coverages. Too many cooks spoil the broth.

"More care should be exercised in making that choice than in purchasing equipment or supplies. With defective insurance coverages you can lose not only all tangibles but intangibles as well.

"Insurance is intangible, and the policies are nothing more or less than legal contracts. How many of us even read the first page of a policy, to say nothing of the remaining three pages plus the one to five smaller attachments which may be the balance between well-being and security or bankruptcy and life-long suffering?

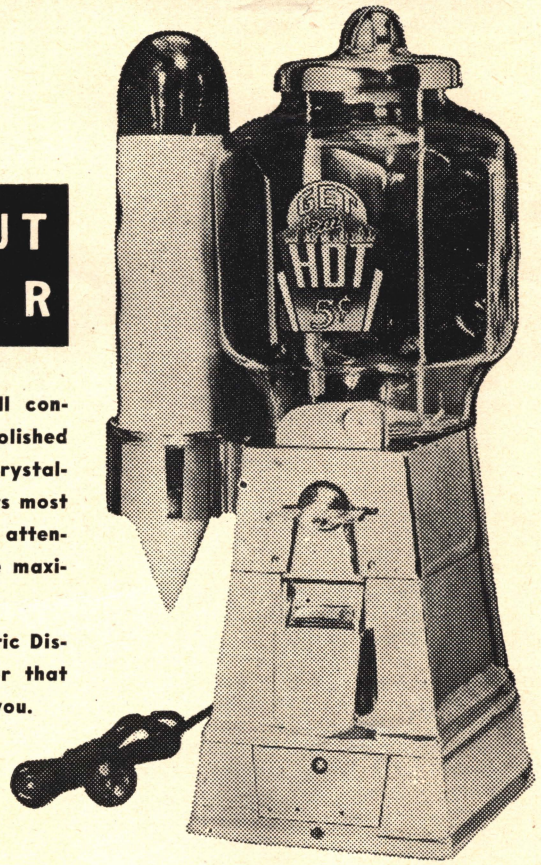
"You look at your bank balance at least once a month . . . or should," Zeigler continues. "Yet right now, as you read this, I'll bet a good five-cent cigar (when available) that you don't know what a single one of your insurance policies actually covers you for and under what conditions it would not protect you from the

NOW DELIVERING!

COIN MACHINE REVIEW 68 FOR AUGUST 1946

ASCO

5¢ HOT NUT VENDOR



Beautifully designed and well constructed of strong, highly polished aluminum castings with a crystal-clear globe to display the nuts most appetizingly. A "Flasher" calls attention to the machine to insure maximum sales.

The Asco 5c Hot Nut Automatic Dispenser is a fool-proof vendor that will produce big profits for you.

★

Watch for
Particulars On
Our New
POPCORN VENDOR

Height 21 inches. Base 7 inches wide, 9 inches deep. Floor Stands and Wall Brackets Available. Weight — 13 Lbs.

Western Distributors

AUTOMATIC MACHINES COMPANY

1252 South Berendo Los Angeles 6, Calif.

FAirfax 4135

hazards it is supposed to protect. It's too late to think it over after a loss occurs. Do it today. Now. Locate all your policies, if you can find them, call your agent if you are satisfied he knows his business, and go over your situation with him in person at his office. If you can't call on him, phone him and ask him to send you a survey showing exactly what you carry and to include in the survey all the policy restrictions. When you receive it, study that survey as you would a mortgage on everything you possess."

To the veterans among our readers, Zeigler offers this bit of advice on National Service Life Policies. "Don't drop them. You cannot duplicate the coverage at the price the government charges and it is possible to change the form with the National Service Life as you might desire. Every veteran who drops his National Service Life Policy loses something he can never replace on an equal basis."

After you have made a careful check of your insurance holdings and forced an airtight cohesive cover of protection over them, then sit down and relax, because come what may... fire, flood, storm, vandalism, theft, damages . . . you will have the serenity of mind that comes from adequate coverage.

Peanuts No Longer In "Peanut" Class

VIRGINIA BEACH, Va.—Moving up fast in the Southland Crop Parade, King Peanut zoomed into fifth place during the war years and in the ensuing period of world-wide famine, it should continue its upward climb. This was revealed at a recent meeting of the National Peanut Council.

Secretary of Agriculture Anderson reported that this year's expected 2,500,000 acreage is 19 per cent greater than the goal set by the Department of Agriculture.

The "go ahead" on a million dollar advertising campaign and establishment of a research department were top orders of business at the conclave.

The following officers were elected: President, James E. Wood, vice-president of the Edentown Peanut Co., who succeeds Walter A. Richards; First vice-president, H. L. Wingate; Second vice-president, W. W. Kelly of Cleveland; Third vice-president, J. D. Sargent, president of the Southwestern Peanut Growers' Association.

Asco Distrib. Opens

LOS ANGELES—A new addition to Coin Machine Row here is Automatic Machines Co. now located at 1252 South Berendo just off Pico Blvd. Automatic Machines Co. is Western Distributor for Asco Vending Machine Exchange of Newark, N. J.

New office will be operational headquarters for the firm whose distributorship covers thirty states. Headman at Automatic is B. C. Beyer who is assisted by Victor J. Pimper.

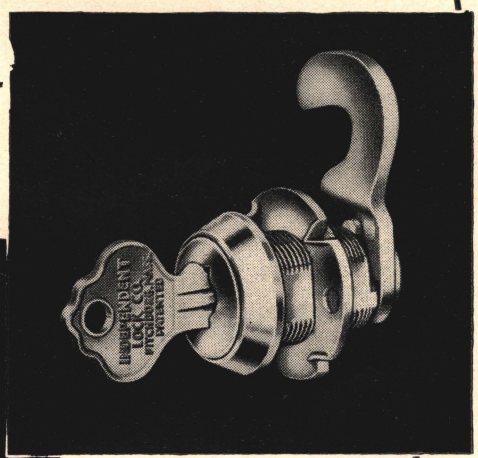
Firm reports that deliveries on Asco's new hot vendor are now coming through regularly.

New Popcorn Vendor Readied

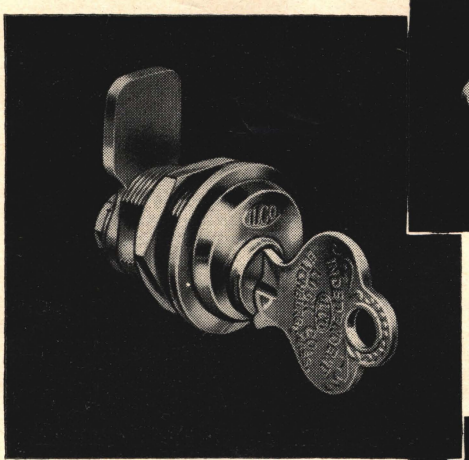
CHICAGO—With material on hand for 10,000 new popcorn vendors, Messick & Kolba Mfg. Co. are full-steaming ahead on production plans. 200,000 are slated for manufacture each year.

The machine is manually operated, and has a ratchet control which pours two ounces of pre-popped corn into a built-in container. Capacity of the vendor is seven and a half gallons. The cabinet, equipped with an eye-catching glass top, is of aluminum and stainless steel.

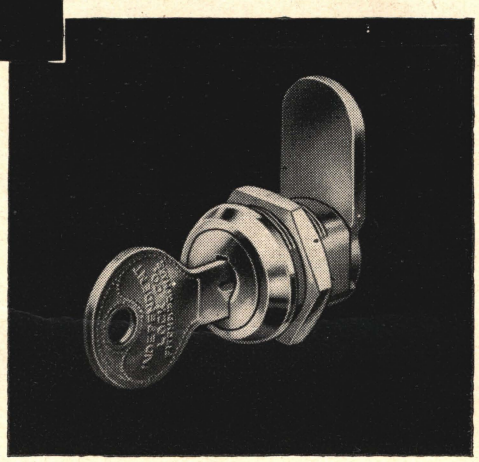
Now You can get ILCO HERCULOCKS for your Coin Machines



↑ No. L4750T Improved Herculock—Maximum pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees.



↑ No. 4082S Cabinet Lock—5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting Lock.



No. 4010B Coin Machine and Cabinet Lock Disc Tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines. →

The famous ILCO HERCULOCKS are back in production and ready to stand guard over your coin boxes, as they did so well before the war. You'll find the same pick-resisting features, the same tough-guy rugged strength . . . and the same prompt co-operation that has made ILCO a leader in coin machine locks.

All of these locks can be supplied with various shapes, styles and sizes of cams to suit particular applications. Descriptive booklet on request.

ARMY ★★ E ★★ NAVY

ILCO

Independent Lock Company
Fitchburg, Massachusetts

Ice Cream Vendors Will Find Lush Field

All signs on the Ice Cream Vending Highway point to an era of prosperity unprecedented in confectionery history. The ground-work for year-round consumption of this nutritious delicacy is being laid like miles-on-end of railroad ties, and when the vendor is ready for location, the operator should be able to roll in high gear, regardless of the season.

One of the most vigorous boosters for year-round consumption is the National Dairy Council. In their advertising campaign, the Council beams this message to dental, home economics and dietetic fields: There are important food elements in ice cream, in addition to its cool, refreshing goodness. It is a plentiful source of Vitamin A and G and contains vitamins found in milk, as well as calcium, which helps build and retain strong teeth and bones. "No wonder ice cream has been accorded such a prominent role in our national rehabilitation program," the Council's ad concludes, "no wonder it raises everyone's morale. For its pleasing flavor assures a generous intake of its health-building and protective nourishment."

On the food page of one of New York's large metropolitan dailies, a recent article pointed out that ice cream is no longer considered a summer delicacy for the "lollipop crowd." It has become one of America's year-round dishes because it is nutritious (made with milk, sugar, butter and eggs) and because it contains a scrumptious variety of flavors and has a smooth texture.

An expert on cookery, Marion White, gives another booster shot to the product in her book "Ice Cream Diets." Contrary to accepted opinion by women that ice cream adds weight, she reveals that it actually loses weight. "This is a brand new idea for dieting," says the authoress, "one which is actually pleasant to contemplate, for it is possible to eat ice cream two or three times a day and lose weight!" Menus that follow, with ice cream as the basic ingredient, will help the readers lose as much as ten pounds in ten days, she avers.

"Ice cream is no longer a party dish," the writer continues. "It has become America's favorite food. And contrary to popular belief, it is a low-calorie food. Used as a basic food and eaten in conjunction with fruits and vegetables, ice cream makes a diet that can be looked forward to with pleasure."

The National Dairy Council's slogan, "Just as good in January as in July" is fast becoming a reality, judging by the huge increase of sales during the first three months of this year. First quarter consumption totalled 133,150,000 gallons, compared to 68,125,000 for a comparable period in 1945, and a previous five-year first-quarter average of 60,926,000.

Keeping pace with increased demand, production has jumped in every state except South Carolina where a small drop was evidenced. The main region of output, the North Atlantic states, boosted their total 86 per cent. Department of Agriculture figures reveal that the East North Central states stepped up gallonage 122 per cent; West North Central area boomed 160 per cent; Mountain states upped production 123 per cent; Pacific states, 85 per cent; and 69 per cent in the South Atlantic states. The three major ice cream producing states, Pennsylvania, New York and California, showed increases of 86, 85 and 83 per cent respectively.

If you're looking for a profitable year-round vending specialty, keep your senses tuned to the ice cream machine manufacturers, and when they begin naming delivery dates, then it's time to answer the starter's gun and ride home a winner.

Serveu Vendor Newest Newspaper Dispenser

OAKLAND—A newspaper-magazine vendor has been perfected by the Serveu Vendor Co., Inc., with a 75-paper capacity. Full-scale production is due to get under way in the near future.

The machine is box-shaped, with the coin mechanism on top, and is equipped with a slug ejector and change-maker attachment. When the vendor is empty, it automatically locks.

President-Engineer George Hemmeter and Sales Manager A. H. Taylor anticipate two primary outlets for the sale of the machine: (1) Newspaper publishers, who will use Serveu Vendor to replace the honor-system racks now on street corners. (2) Operators, who will buy newspapers wholesale and vend them in the machines.

Vendor's Building Now Open

LOS ANGELES—The vast building program of Reliable Nut Co., encompassing one of the largest and most sanitary nut processing and candy manufacturing factories in the country, is nearing completion.

A specially designed structure, the Vendor's Building, located apart from the main factory on the corner of Jefferson and Fairfax Blvds., has been opened exclusively for vending ops. Here the vender will find plenty of parking accommodations, canopied loading facilities, clean rest rooms and an abundance of counter space. Chuck Noonan, a veteran vending operator, is in charge of the new section.

Frozen Food Production Jumps

NEW YORK—The new frozen food vendors will make their debut on an ever-rising production market. In 1945 frozen food output increased 238,000,000 pounds over the preceding year.

Here are the comparative figures:

	1944	1945
Fruit	315,000,000	445,000,000
Vegetables	285,000,000	338,000,000
Poultry	90,000,000	100,000,000
Seafoods	90,000,000	120,000,000
Cooked frozen foods	10,000,000	25,000,000

Joins Father's Operations

BOISE, Idaho—D. T. Fitzgerald has joined his father in the operation of cigarette and candy vending machines in this area. The elder Fitzgerald has been operating coin-controlled equipment for the past 18 years.

Vending Stores To Open

NEW YORK—Two new coin-operated vending machine stores will open in this area soon. Sid Morrison made the announcement.

CALIFORNIA ALMONDS
and
CASH TRAY
get the
Big Play and make Big Money for the operator!

The 5c Cash Tray, using Reliable's Salted California "Teeny" almonds, is the world's foremost money-maker in the bulk-vending field.

Reliable's California "Teeny" almonds are an irresistible delicacy. They are simply scrumptuous! You can't stop eating them!

Here is a machine made to order for the choicest spots: cocktail lounges, cafes, taverns, cabarets, restaurants . . . for bars, booths, or counters, and on special brackets for industrial spots, factories, etc. . . . in short the spots with the highest I.Q. (Income Quotient).

The facts of actual operation have proved Cash Tray and Reliable's "Teeny" California almonds to be an unbeatable money-making combination.

A precision-built, die-cast, high-finish machine, constructed to last indefinitely!

PRICE: $9.50 each FOB Los Angeles
(Packed 6 machines per case)

IMMEDIATE DELIVERY

DISTRIBUTORS: Inquire about attractive offer!

RELIABLE NUT CO.

5721 W. Jefferson Blvd. Los Angeles 16, Calif.

If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
3, 6, 7½, 10, 15 Amp Fuses, etc.
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Candy Men Told To Get Ready For Coming Buyer's Era

CHICAGO—With 1,500 candy men in attendance, the National Confectioners' Association held its first peace-time convention since 1941 at the Stevens Hotel.

Focal point of interest was the 20th Confectionery Industries Exposition, offering manufacturers an interesting view of the important ingredients, raw materials, and machines for packing and wrapping.

Candy makers, it was revealed, now have the widest choice of packaging facilities in confectionery history. The Foil Division of Reynolds Metals has introduced heat-sealed foil wrappers, printed in seven colors on high speed rotogravure presses which offer eye-catching appeal. A recent survey by Du Pont's cellophane division shows that 71 per cent of all candy purchases are made on impulse. The new packaging is designed to stimulate that impulse.

Due to sugar shortages and cut-backs in government purchases at war's end, manufacturers' 1945 candy sales dropped 242 million pounds from 1944's total.

Undersecretary of Commerce, Alfred Schindler expressed satisfaction that the candy industry has not been lulled into a false sales security because of today's easy market, and declared that while the industry can sell everything it produces right now, the day is not far off when everything produced must be sold.

"Things are NOT going back to normal," Clarence Francis, chairman of the board of General Foods Corp. and the chairman of the Food Industry Council, told the gathering. "Furthermore, I don't believe we want them to. Does any of us honestly want to relive the conditions which led us to the disaster of 1932 or the trials which finally culminated in the most terrible of all wars? Things will reach a NEW 'normal' instead. We'll stay on the plateau for a while, and then when it no longer suits our needs, we'll move on to still another. That's progress!"

Edwin O. Blomquist, vice-president of E. J. Brach & Sons and chairman of the Food Supply and Allocations Sub-Committee of the Food Industry Council, touched on the acute shortages of cocoa beans and chocolate and suggested that all allied industries using these products form a committee. "Then it would be possible for the committee to have the advice of all industries who are affected by the supply of these items, and as a result, to have a more effective approach to governmental agencies on the problem than were each group to make its own study and appeal and recommendations," he said.

Along with cigarettes, candy was the strongest morale item purchased in domestic and overseas PX's, according to Brig. Gen. D. J. Sabini. "In overseas exchanges, candy was used to a great extent to supplement the regular rations, especially after the landings were made and before fresh food could be shipped in. The men depended on it and looked forward to it. Frequently it was necessary to fly candy in if ships were diverted for any reason or there was any delay en route. In the Pacific, the exchanges were considered so important they frequently accompanied the assault forces. In some cases we received complaints from commanding officers for coming in too soon because the men would prefer to unload the PX supplies . . . . beer, candy, and cigarettes . . . . in preference to unloading ammunition!"

In saluting the industry, General Sabini declared: "Never before in our history has the candy eating habit been so thoroughly established among an entire generation of our country."

Benedict M. Sayre of Chicago deflated the industry's hopes for a prolonged boom period. Production will catch up with demand much sooner than people expect, he said. "Most companies today have more competitors than in the best pre-war years. Moreover, most manufacturers have increased their pre-war productive facilities. These facts make for incontrovertible evidence that consumer demand will be justified much more rapidly than is the fond hope of those whose judgment is based on pre-war ability to produce."

Victor's Famous
MODEL V
Further improved, 5 lbs. lighter, vends all kinds of bulk merchandise, including Ball Gum. Also may be had in Deluxe Cabinet built of steel and transparent plastic front. Holds 25% more mdse. than globe type. Write for prices and added information.
Distributed by
VETERAN'S VENDING CO.
1922 Oak St.
Port Huron, Mich.

ADVERTISING THAT SELLS!
ONE OF AMERICA'S TOP RADIO PROGRAMS CREATING A GREATER DEMAND FOR TWO OF AMERICA'S TOP CANDY BARS
OVER ENTIRE ABC NETWORK
193 STATIONS
Every Sunday Afternoon
5:30 to 6:00 pm EDST
4:30 to 5:00 pm CDST
3:30 to 4:00 pm MDST
2:30 to 3:00 pm PDST
COAST-TO-COAST
BIT-O-HONEY
OLD NICK
DAVID HARDING
counterspy
That super-thrilling program of mystery, intrigue and adventure
SCHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION—GENERAL OFFICES, ST. LOUIS • FACTORY, CHICAGO

Pro-Candy Campaign Shows Heartening Results

CHICAGO—Slowly but persistently and surely the Council on Candy of the National Confectioners' Association is emerging victorious over age-old prejudices and outmoded beliefs that candy is detrimental to children and that sugar causes tooth decay.

The first break in the "hold the line against candy" campaign, which was established years ago without actual scientific confirmation, but which was tenaciously retained through the decades—much like an old maid clutching an eligible bachelor, only to discover later that he wasn't eligible—came about when the Metropolitan Life Insurance Co. issued a pamphlet called "Five Ways to Protect Young Hearts." In discussing the proper diet for growing children, everyone expected the company to fall back to their old standby, i.e., warn against over-indulgence. Instead, this is what they said: "A moderate amount of candy for dessert or shortly after meals will not hurt your child." Coming from this ultra-conservative insurance firm the statement is tantamount to a recommendation for candy as a dietary aid.

The bugaboo about tooth decay being primarily traceable to sugar is blasted in a recent article in the *Saturday Evening Post* titled "Tooth Troubles on the Run."

"Pointing the finger at sugar, dental authorities recognize, is simply no answer to the problem," reads the piece. "A food that has zoomed in the past 120 years from an annual consumption of 17 pounds per person to 115 pounds, and would go much higher if not rationed, is too potent to tackle. Besides, scientists recognize that sugar is a valuable source of energy, and further admit that some people would have decay if they never ate sugar while others literally can live on sugar and resist decay. Complete and thorough cleansing of the mouth immediately after eating might likewise prevent decay, but who wants to carry a bottle of antiseptic and a toothbrush for constant use in public places as well as at home?

"Scientists agreed that elimination of mouth acids by changing the diet or by hygiene was a forlorn hope because they couldn't expect cooperation from the public. So they have concentrated, these past ten years, on the fundamentals of the chemical process that takes place in the mouth, hoping to find other more practical weapons to fight decay."

The swing to pro-candy sentiment is the direct result of the Council's aggressive educational and advertising campaign featured by four-color displays in *Life* and *Saturday Evening Post*, medical and home economics journal advertising, and by providing enlightening material to critics.

Hamilton Baker Passes

BOSTON—Hamilton Wallace Baker, 58, president of the American Locker Co., which he organized in 1931, which was also one of the original members of the National Automatic Merchandising Ass'n., died June 14 at his residence in Chestnut Hill.

Baker was born in Media, Pa. After graduation from Phillips Exeter Academy and the Colorado School of Mines, he entered the mining fields as an operator and later became a consulting engineer. In 1924, he entered the investment banking business in Boston.

A former president of Kappa Sigma fraternity, he had established a national award for achievement in qualities of leadership among fraternity members, and had organized a war memorial fund to provide scholarships for returning veterans.

Baker had recently become interested in the development of the new Cardigan Mt. School at Canaan, N. H., and was a member of the corporation. He was a former director of the United Prison Ass'n.

His wife, Charlotte; a daughter, Mrs. Dexter Bullard; two brothers, John M., of Spokane, and T. Wallace, of Portland and three grandchildren survive.

Shed A Tear Of Solace For Candymen "Down Under"

CHICAGO—U. S. candymen aren't the only ones having trouble. Our neighbors in Australia are faced with practically the same supply, price, and labor difficulties.

A veteran Australian confectioner says that comparatively new firms, which he calls "back-yarders," are raising quite a bit of cane (any resemblance to the white stuff bearing the same name is a mirage caused by shortages) with the well-established firms by selling products from 50 to 100 per cent higher.

And how do they get away with it? Very simply. They came into existence since 1942, which was the base year governing supply quotas. As they are outside the limitations of the restriction, they are OPA-less as far as Australia is concerned.

And not only that... but by being able to dispose of their product at a hopped-up price, they can pay their help much higher wages than their staid and regulation-tied competitors, and so frequently indulge in employee raids which makes the already acute labor shortage more acute.

Railway Station Installation

NEW YORK—A new coin machine location has been established in Penn Station. Many beverage dispensers are included in the set-up.

Shortage Not Deterring Ambitious Candy Plans

HERSHEY, Pa.—The present candy picture, shot with shortages, is a dismal one indeed, but far-seeing aggressive leaders of the Council on Candy are not slackening the slightest in their determination to promote the sale of candy on a national scale. The Council's streamlined program is like a Sunday punch: waiting for the day when selling again rules the roost before exploding with maximum effectiveness.

Four-color ads will run in *Life* and *Saturday Evening Post* throughout the remainder of 1946. The Council also will make a motion picture, in which candy's health value will be stressed. The script will be written immediately; release is scheduled for the fall of 1947.

The Council will continue its medical advertising and home economics school program. Nutrition teachers throughout the country will receive new material for next September's classes.

The Winnah And Champion— Five Cent Candy Bars!

NEW YORK—Presenting the people's choice: the nickel bar.

A poll of 1,300 manufacturers reveals that 52 per cent of all candy manufactured in 1945 was the bar type. Despite supply curtailments and armed forces shipments of 20 per cent, American digestive systems absorbed an average of 19 pounds, representing an increase of three pounds over 1938. Nineteen forty-five was America's second highest candy-eating year, being topped by a per capita average of 20.5 in 1944.

With a production total of 2,700,000,000 pounds, candy occupied sixth place on the country's food ladder despite rationing. To reach this impressive figure, ingredients in the following million poundages were used: Cane sugar, 823 million; beet sugar, 284; corn syrup, 722; milk, 425; chocolate, 244; peanuts, 233; nuts, 50; corn sugar, 36; and fruits, 10.

More than 25 per cent of 1945's tooth-tingling production is credited to Illinois, largest candy making state in the country.

Plans Indefinite

DETROIT—Production plans of the J. Lee Hackett Co. are still uncertain due to the death of Bernard A. Hackett, inventor of the company's cigarette vendor. Company has moved to a new plant at 1961 Milwaukee Ave., East.

FOR SALE — QUALITY MERCHANDISE

VIKING carries almost all types of quality vending devices and supplies

BULK VENDORS . . . CANDY . . . VENDING SUPPLIES
BALL GUM . . . CHARMS . . . SALTED NUTS

Every item is the *best available*. We do not stock inferior brands. We will not handle anything that does not meet our exacting tests and requirements. We sell *Quality Merchandise*—and nothing but. Our constant desire is to provide you with the highest quality obtainable anywhere.

For prompt delivery, place your order now for the

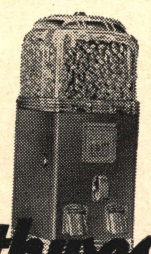
NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

DELUXE		MODEL 33	
Lots of 100 or More	$18.95	Lots of 100 or More	$ 9.60
Lots Less Than 100	19.50	Lots Less Than 100	9.75
Lots Less Than 25	19.75	Lots Less Than 25	9.95

(F.O.B. Factory) *ORDER TODAY!*

VIKING SPECIALTY COMPANY
530 Golden Gate Ave., San Francisco 2, Calif.



Northwestern

. . . THE NAME THAT MEANS THE BEST IN BULK VENDING

Veteran operators---men who know the business and know machines---have long looked to Northwestern for the best in bulk vending---a choice that has proved itself hundreds of times over under the stress of wartime operating conditions. When vending machines again become available, follow the advice of leaders in the field ---make sure of your investment with Northwesterns.

Write for our free publication The Northwesterner

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Candied Comments

● Maybe we better leave "Predictions of Things to Come" to fellows like Drew Pearson. While Pearson may not know much about the five-cent candy bar, it looks like your "Candied" columnist picked the wrong horse in last month's derby, and if he doesn't watch his verbs, he's liable to become a "canned" columnist.

We weren't completely off the track, but when anyone allows himself to get crowded to the rail, he isn't in a position to win anything—except a consolation prize.

In our opening paragraph of last month's column, we told you how we had deposited our socks and stuff on the vending beach and jumped in. We just made an interesting but belated discovery; that was the deep end and we went off.

In discussing increased costs of candy ingredients freight uppages, etc., we spoke of the imminence of the six-cent candy bar. That may still come to pass, but right now it looks like a toss-up between the present five-center and the ten-center.

When you peek-look at the figures—52 per cent of all candy sold in 1945 consisted of bars, with over 90 per cent of sales being in the nickel class—the seriousness of the problem cannot be underestimated.

More and more manufacturers are being vised between a dime seller and the shrinking size of the current nickel bar, and there is a marked tendency today in favor of the ten-center. While this would necessitate extensive machinery adjustments, purchases of new equipment, new wrappers, cartons, imprinting, etc., there is not a great deal more sugar and corn syrup required and the present tight profit squeeze would be somewhat alleviated. Reducing the size of the present nickel item further, however, has a serious drawback in that it leaves a taste of ill-will in the customer's mouth which may have serious repercussions when the "heat" is off.

Raising the commodity to ten cents may prove of temporary advantage, but manufacturers are not blind to the future and are therefore proceeding with utmost caution. When the supply and cost sides of the ledger return to their proper balance, and competition in the field intensifies, will the consumer market still be receptive to the ten-cent product? If not, a complete change-back to the nickel size will have to be made and that would be a costly undertaking.

So right now it's a stalemate, with the bridge between five and ten tall, narrow and precipitous.

● Shortages, shortages, shortages. The list of minus items is a never-ending one. New crises in raw materials arise daily like ghosts in a haunted house. But perk up, pal, we are herewith about to relate gloom-shooting news, news that matches the brightness of a new-minted coin. The forthcoming corn crop, scheduled for October harvesting, is slated to be the largest in history, with an expected peak of four billion bushels. A sizable cocoa butter shipment arrived from Brazil. As for the sugar crop—the largest ever, say the experts. Now you can go back to reading the shortage news . . .

● American industry proved their ingenuity in war—now they're proving it in peace. The sugar drouth is bad but its effect would have been felt with greater impact had not the research experts of A. E. Staley Mfg. Co., of Decatur, Ill., discovered "Sweetose," made from corn. Fifty per cent sweeter than corn syrup and containing 21 per cent more dextrose, it does not supplement sugar or substitute for it; rather it's a new sweetener which gives candy a more attractive appearance and keeps it fresh longer.

● On the beam with the cocoa bean: World Food allocations deprived the domestic trade of about 50,000 tons during the war, natives made more money working in other endeavors and as a result 150,000 tons were destroyed. Just when the lads were rinsing their crying towels, the OPA turned up its toes and the picture brightened. Because now that the exporters will be able to sell at higher prices, cropsters will be paid higher wages and will therefore expend more effort at cultivation, thereby boosting production.

● The almighty dollar is an economic medium of vast proportion, but the nickel and penny are important too—especially to vending ops. A survey reveals that the pre-war-sales total of America's 250,000 five-cent vendors was $12,500,000, while more than three million penny machines vended $78,000,000 in candy, gum and nuts.

● That touchiest of touchy subjects, sugar, is back with us. A report from the Philippines from whence the U. S. received 15 per cent of its pre-war supply, reveals that the holocaust of war ruined the Island crop and that it will be 1948 before moderate quantities will flow to our shores again. Add flash from the Philippines: 25,000,000 pounds of coconut oil, the first since hostilities began, arrived in this country to furnish direct first-aid to chocolate-coated candy bars.

● The nation's industrial sugar allotment for the third quarter will remain at the present 60 per cent. "What,'" wail the wailers, "no increase?" No, pal, no increase. But if you feel woebegone and sad-eyed, listen to a report from Holland. Before August 1, no sugar distribution was made except for children under four years and candy factories were doled on a priority basis. Do you still think there's a shortage over here?

● Backed smack-dab against the shortage wall, refiners of corn products are planning to make syrup from Milo Grits, grown in Texas and Oklahoma and normally used for feed-mix purposes. Similar to corn, it is priced much higher.

● *Short and Sweet*—Ever see "hot" ice cream? Well, if you do report to New York City police headquarters, because more than

(See COMMENTS, Page 76)

WE ARE STILL BUYING THE FOLLOWING EQUIPMENT:

LEON SILVER

5c CANDY MACHINES
ADAMS GUM AND PEANUT MACHINES

760 HAYES STREET
SAN FRANCISCO, 2

ROWE 5c CANDY MACHINES
NATIONAL CANDY MACHINES
STONER UNIVENDOR MACHINES
DU GRENIER'S CANDYMAN
NORTHWESTERN DE LUXE PEANUT MACHINES
G. V. ADAMS GUM MACHINES
ROWE 5c GUM AND MINT MACHINES
TOPPERS and GV PEANUT MACHINES

FOR BULK VENDORS
PAN'S "HARD SHELL" CANDIES
HAVE WHAT IT TAKES

Finest Quality — Snappy Appearance
Easy Vending — Correct Price
Are You On Our Mailing List?

PAN CONFECTIONS
NATIONAL CANDY CO.
311-329 W. Superior St. Chicago 10, Illinois

CIGARETTE VENDING

Cig Vendor Featured In Chesterfield Ads

LOS ANGELES—As a medium of sound merchandising, cigarette vendors have won their spurs. You won't hear any flowery speeches, nor see any awards presented, or gaze starry-eyed at pompous celebrations in honor of the event.

Recognition comes from universal acceptance. For the first time in the national cigarette advertising field, vendors have crashed into full prominence. On the back cover of the July 15 issue of *Time Magazine*, Liggett & Meyers Tobacco build their "ABC" around a cigarette machine.

The four-color ad shows a smiling young man in a straw hat picking up a pack that the Rowe *President* has just dispensed. And in the reflection of the spotless mirror are two scrumptious gals, bright and cheerily dressed. One of them is pulling the lever and the other is about to carry her pack away.

They're a happy trio, all right, and the men who pioneered cigarette vendors from the days when they were looked upon as a novelty are happy too, because they know that the offspring they nurtured so carefully and painstakingly has finally reached maturity.

Tax Revenue Takes Elevator

JACKSON, Miss.—Some day we're going to come across a tax report that shows a decrease over a comparable period of the previous year. But tax kittys thus far have all been on the upbeat. Mississippi is no exception. The State Tax Commission reveals that in May of this year tobacco collections exceeded the May 1945 figure by $231,589.

Ops to Sell Cars

DETROIT—Leon Schneider and his cousin Merle Schneider are forming the Schneider Sales and Service Company, a used car agency. Leon is a well-known operator of cigarette vending machines here.

QUICK, EASY WAY TO COUNT and WRAP COINS

THE NEW BLACKSTONE HIGH SPEED DOUBLE BARREL
COIN PACKER

Count and wrap $4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price $2 each size.

Blackstone Coin Packer Co.
Madison 1, Wis.

New York Cig Ops to Form National Ass'n.

NEW YORK—About three months ago a handful of cigarette operators held a meeting to discuss mutual problems. Out of that small group and modest beginning sprang the Independent Operators' Association, which now has more than 50 members and will soon launch a new national organization for cigarette vending operators.

Groundwork for emergence into the national picture was laid at three previous meetings; a charter will shortly be drawn up.

Vice-President Henry Efrein declared that the nationwide organization will act as an information center and troublesolver, catering to the needs of every cigop.

"We hope to establish other local vending machine operator associations in the various cities of the country as part of our program," Efrein said.

Other officers are: Jack Seidler, president; Bob Clark, secretary; S. Quaranta, treasurer; Joseph Puleo, financial secretary; Louis M. Notkin and Samuel Marche, counselors.

Cig Ad Budgets To Increase

NEW YORK—They hit you from magazine pages, stare at you from billboards, din into your ears via radio. In 1945 five cigarette manufacturers spent almost four and a half million dollars in magazine advertising alone, which comprises only a small percentage of their total budgets.

Here are the figures: Liggett & Myers (Chesterfield), $1,715,500; R. J. Reynolds (Camels), $1,080,228; American Tobacco (Luckies and Herbert Tareyton) $981,503; Brown & Williamson (Raleigh), $611,187, an increase of $45,000 over the previous year; and Larus & Bro. (Chelsea), $108,946, a boost of $37,090 over 1944.

In the opinion of cigarette experts, the recent price increase granted the manufacturers by OPA will result in an outlay of considerable additional money for all types of advertising.

New Tobacco Worm

ELIZABETHTOWN, N. C.—The worm has turned. But it's a new worm and it's turned into the tobacco leaf, leaving destruction in its wake.

Research experts are puzzled at the appearance of this latest of crop damagers which made its debut on the farm of Ray Bryan in Bladen County. It is about one and a half inches long, with nine segments and a black head.

Dr. Z. P. Metcalf, head of the State College zoology and entomology department and the State Experiment Station, stated that during 4 years of research and study of tobacco insects, he has never seen a similar worm.

Alert Cig Man Turns Coal Bin Into Gold Mine

WILKES-BARRE, Pa.—In the spring of 1945, the Cigarette Sales Co. had expanded to such an extent that their walls threatened to fall asunder. A new location was Number One on the "must" list but with materials pretty well bottle-necked and existing buildings hilted with tenants, theirs was a serious dilemma.

Then one day Paul Schalm Jr., president of the firm, happened across an old coal company building which had been abandoned five years previously, been condemned as unfit for occupancy, and ordered razed. Human parasites had carried off every piece of metal and lumber, and the building stood reeling like a Joe Louis opponent, waiting for the knockout punch.

Despite its utter dilapidation, Schalm saw that the site was strategically located and had a 150-foot front. So he purchased the building and started work. A one-time mansion, thrown in with the property, had some usable lumber, so that was stripped and applied to the new structure along with scraps of this and dabs of that. Instead of laying off help during the cigarette shortage, Schalm enlisted their services in behalf of the new building.

The old coal company is now a modern repair and service shop. The old mansion site has been landscaped into a private park for employees. And Schalm has become a civic hero as well as a successful operator.

Bills Lowering Excise Tax Gaining Congressional Favor

WASHINGTON — Congressional support for the two bills now in the hands of the House Ways and Means Committee, calling for reduction of Federal Excise Tax on tobacco products to levels existing before November 1942, when the present Internal Revenue Tax went into effect, is reported gaining strength.

Representative Knutson of Minnesota has championed his measure, H.R. 5174, titled, "A bill to terminate war-time excise tax rates after June 30, 1946." Representative Marion T. Bennett of Missouri's bill H.R. 4369, is similar to Knutson's except for the time it becomes effective.

H.R. 4369 provides that reduction should be effective the first day of the first month beginning at least ten days after the date of its enactment.

Before the war small cigarettes were taxed $3.25 per thousand, and those weighing more than three pounds per thousand were charged at $7.80 per thousand. After Pearl Harbor, the present rate, calling for levies of $3.50 and $8.40 respectively, was inaugurated.

Proponents of the bills argue that war-supporting tax legislation should be ruled out now that the war is over.

Illinois Boosts Cig Tax To Three Cents Per Pack

CHICAGO—The tax-increase measure, upping Illinois' levy from two to three cents a pack, which was a rider to the Veteran's Bonus Bill, proved to be the most unwelcome rider ever hitched to cigarette men of this state. But it hung on 'til the end of the line: passage by the House and Senate and signature by the Governor.

Slated to go into effect January 1, 1947, and to continue for 25 years, the measure has only one slim hope of extinction: The Bonus Bill must be approved by a majority of the voters at a special referendum set for November. Insiders figure the bill has only an odds-on mathematical chance of being waysided at that time.

Venders, retailers, jobbers and manufacturers fought with all their resources to make the legislators see the light of their error. They pointed out that sales volume would drop 25 per cent if the General Assembly increased the tax. They brought out authentic figures, showing that in 1941, when Illinois inaugurated its cig tax, the state rate of per capita consumption was 1725 per year, nine per cent above the country's per capita average; but that in 1945 the figure had dropped to 1580, which was 23 per cent *below* the United States average. Decrease in volume, tobacco men declared, was caused by purchase of taxless cigarettes elsewhere. Marked acceleration of the sales skid is expected after January 1.

N. Y. Cig Prices Change

NEW YORK—Because the city's retail sales tax has risen from 1 to 2 per cent, effective July 1, Controller Lazarus Joseph predicts that most cigarettes will go down a cent a pack. There will be no change in price of machine-vended cigarettes, however, which are now selling for 19 cents a pack.

Situation responsible for the drop is this: Under the old 1 per cent tax all items up to but not including 13 cents were tax-free. Under the new tax, all articles costing up to 16 cents are not taxed. The price of a pack of cigarettes now being retailed for 17 cents already includes a penny for city sales tax and two cents for the state tax, to say nothing of heavy Federal assessments. Since the actual selling price is less than 17, off comes the cent for city sales tax.

Under the new scale items priced at from 17 to 66 cents inclusive are taxed a cent. From 67 cents to $1.16 inclusive, the tax is two cents. Similar proportions hold good on larger amounts.

Luckies in Huge Ad Drive

NEW YORK—Lucky Strike is at the half-way mark of its gigantic three million dollar newspaper advertising campaign, its first major ad effort via this medium since 1938.

"Lucky Strike Means Fine Tobacco." The echo is reverberating in twice-weekly advertisements for the balance of ten consecutive weeks in every English-language daily newspaper in the United States.

The drive was launched in the east the week of June 17; the following week in the midwest, and July 1 on the Coast.

Smoking Increases In Ark.

LITTLE ROCK—On the basis of Internal Revenue collection reports, Arkansas smokers are puffing eight and a half million packs a month—and the total is steadily rising.

For the ten month period ending April 30, it is estimated that 85,911,128 packages were sold.

Water-proof Matches

CHICAGO—Operators of match dispensers and match-vending compartments on their machines will soon be able to offer their customers water-resistant products which heretofore have been reserved exclusively for the armed forces.

The matches can withstand four hours' submersion and will ignite regardless of how wet they become.

The water-resistant match was born under the feverish impetus of war. For more than a hundred years the industry has searched for the secret of water-proof. Time after time discovery was proclaimed, but in each instance the stick proved unlightable under actual conditions.

Two months after the armed forces had declared their need of a match that would resist water, perspiration and all climatic conditions, the industry delivered. The War Department, after rigid tests, began accepting shipments in 1943.

Recent strikes in the match industry have cut manufacturers' production, but nationwide shipments will be inaugurated as soon as the supply problem clears up.

Patent Eliminates Tedious Cig Pack Penny Stuffing

NEW HARTFORD, N. Y.—The cigarette vender sits disconsolately at a bench, with a weary frown on his face, mechanically stuffing cigarette packs with pennies. This month he inserts three; last month it was two; what will it be in the future?

Imagine, he is thinking, a grown man spending hours on end doing child's work. When, oh when will he be relieved of this distasteful chore?

Now comes news of impending liberation. D. Stuart Brahe, a cigvending op, has patented an automatic package coin inserter and boxer, which loads one to four pennies into packs regardless of whether or not they are cellophane wrapped, and repacks them in their original cartons. An adjustable cutting knife (for different thicknesses of paper) automatically cuts the width of a penny.

The machine, designed for either hand or electrical operation, can package and load more than 1,500 packs an hour. Brahe has sold a number of hand models to cigarette operators for test purposes. Results thus far have been favorable, with cigmen reporting satisfactory performance and a great saving of time.

Volume production will commence as soon as Brahe can arrange for facilities to manufacture his product.

Lehigh Readying Cig Vendor

EASTON, Pa.—Lehigh Foundries, Inc. will unveil a new cigarette vending machine to the trade approximately September 1, with initial showings to be held in New York.

John K. Grof, of the firm's engineering department reveals that a soft drink machine and candy vending machine are next on the planning board.

Cleveland Firm Expands

CLEVELAND—To have space to put expansion plans into effect, International Coin Machine Industry is moving to 2436 St. Clair. New location will add to firm's shipping facilities.

New Football Game

ST. LOUIS—Ideal Novelty Co. is almost ready to start delivery of their new two-player football game. Present fly in the ointment is the scarcity of fluorescent lights.

* * *

Now that victory is ours, let's hope there won't ever be any more axis to grind.

Leaf It To Me

It happened in England. A weather-beaten old fisherman was hailed into court for non-payment of income tax. He told the councillor that he couldn't pay the tax and buy tobacco too. "And without my 'baccy, I might as well be dead," he said mournfully. The court ruled for a two-month adjournment.

Public Enigma Number One: Why is it that whenever a state or city needs additional tax funds they invariably try to nail cigarettes? The League of Minnesota Municipalities is gunning for a two-cent-per-pack ante when the State Legislature convenes in January. In Michigan the Governor is urging a special session of the solons to annex a $250,000,000 Veteran's bonus, which would include a three-cent-per-pack tax. Indiana's Governor recommends a tax of one to five cents per pack to finance a health program. How about a program to finance the health of tax-laden cigarette operators?

Tobacco seems to be a highly inflammatory item. Not that the leaves themselves burn easily, but they sometimes cause mental burns that lead to rebellion. Last month we related how American cigarettes in Java started an uprising. This month it's the Kurd tribe of Iraq who are on the warpath.

The embers were fanned in 1943 when the government upped the purchase price five times above the previous year in order to relieve an adverse economic situation. The Kurds foresook other agricultural pur-

TURN PAGE

OPERATORS!
The GP All Metal HAND TRUCK Will Solve Your Problems

Sturdy, durable appliance truck with rubber bumpers, weighs only 31 lbs. All welded steel tubular construction. Stands 60" high, 24" wide, has 4½" toe plate for loading. Will carry 1500 lbs. Unique skid rail prevents jolting when moving truck down steps, curbs. Ideal for moving cigarette machines, phonographs, consoles, etc. PRICE ONLY $34.50 each.

COINMATIC DISTRIBUTORS
2712 W. Pico Blvd. PArkway 3188
Los Angeles 6, Calif.

suits and put the spade behind the tobacco crop. Total poundage for 1944 zoomed to 9,000 tons, and the government found itself with a thirteen million dollar annual tobacco bill.

Trying to find a way out of its dilemma, the people's choice finally hit upon a non-people's choice solution: newcomers to the field did not have the required government licenses, so the government decreed that one-third of the '45 crop would be burned and the balance of the unlicensed crop would carry fines.

The Kurds' explosive protest forced the government to think more than once—and at this writing they are still thinking ere torching and fining.

Them were the days, eh, boys? New vendors, old ones, obsolete machines were pressed into service in Indiana on an unprecedented scale a couple of months ago. Principal cause of the heavy demand was the OPA's refusal to allow dealers to raise the price to sixteen cents. Unable to make a fair profit on their restricted selling figure, the counter boys called in the vending men and their 17-cent retail product. "Truly, the machine age is here," quoth a tobacco dealer. OPA or not, we agree.

Cigarettes may not be classified as "hot" cargo, but they certainly are warm. When Driver B. J. Barbee of Durham, N. C., carrying 637 cases of cigarettes valued at $33,761, stopped at a traffic light on Lincoln Highway, New Jersey, an armed bandit hopped aboard. A short distance later an accomplice jumped on. The driver was blindfolded, removed to another car, and after a short drive was released. The truck was discovered in Fort Lee, minus all but 100 cases of cigarettes.

Adolph wouldn't have liked this: Youths of the Master Race make more money spearing cig butts off the street than working in a factory. They sell to processors who use the contents for new cigarettes or pipe tobacco.

If you're debating entry into the cigar vending field, this might be the convincer: During the war the number of cigar smokers shot up 342 per cent. By 1950 present production is expected to be doubled. With popular-priced stogies not yet in abundance in New York City's retail stores, machines vending known brands are catching a hail of coins. New installations are proceeding at a fast clip, with nickel and dime chutes dispensing cellophane-wrapped merchandise.

COMMENTS

(Continued from Page 73)

500 gallons were lifted from a parked truck while the driver was making the first delivery of the day. Correction: first and last delivery of the day . . . Firing behind the quota barricade, sugar has winged a new casualty: chewing gum . . . One shortage leads to another: chocolate coatings for candy bars are scarce because sugar and cocoa beans, dependent by-products, are scarce too . . . 814,968,000 Nestles bars nestled in the digestive systems of service men during the war.

● The $6.40 question (marked down 57.60 this column only) confronting confectionery venders: why is there still a shortage of certain types of nuts? Answer: Because of scarcity of oil. However, this should be eased before the end of the year when the new harvest goes on the market . . . On the basis of past performance prognosticators are predicting a billion dollar candy industry in the not-so-distant future. Basis of their neck-sticking statement is the 658 million dollar volume of 1944, an increase of 398 million over a period of ten years . . . Another low-stock item rescued from the acute-shortage list is vanilla beans. Two steamers, carrying more than three million dollars of this candy ingredient, unloaded last month.

● Detailed with the huge job of shipping thousands of tons of supplies for the Bikini test, the Navy didn't overlook one very small but important item: candy bars. One million were "stowed" away . . . A new powdered molasses, light in color, bitterless and cake resistant, has been developed by the New Foods and Process Division of Commodity Brokers, Inc. . . . Who is the nation's largest user of corn syrup? The confectioners, of course. The 1946 consumption figure is expected to exceed 800,000,000 pounds.

● Query Number Two: Who was the first candy bar operator? Until a challenger steps from the ranks, top nomination goes to Herbert E. Davies of Racine, Wisconsin. In 1927 Davies converted a sanitary napkin vendor into a single column bar machine . . . You can't keep a good product down: candy income gains of six firms for the March quarter of this year totalled $1,054,582 more than during a comparable period in '45.

● Gird your loins for the battle, boys. Economics Professor Paul Studenski of New York University declares that non-property tax sources (which include merchandise vendors) now yielding an average of 17 per cent of total municipal revenue will probably be upped to 25 or 30 per cent in the near future.

● After months of merchandise famine, a veteran candyman stared gloomily at his partially filled machines and said: "I'm still looking forward to one more shortage. That's a shortage of shortages."

MONEY *MAKES* MONEY

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J. D. Cox Distributing Company will also make available to the trade, all varieties of coin-operated equipment.

San Francisco

The recent increase in cigarette prices is proving quite a headache to operators whose profit margin had shrunk considerably as they still merchandise the pack for 15 cents. Eventually it will be necessary to raise the price and adopt some penny returning system. Having had no experience with penny refunding, operators, so far, have been reluctant to make the innovation. In the East however, the practice was established quite sometime ago, and as a service to operators, A. F. "Tony" Parina, from Messrs. Parina and Co., (formerly R. A. Parina & Co.) western distributor for Arthur H. DuGrenier cigarette vendors, took a trip East to make a comprehensive survey of methods employed in penny returning. He interviewed many ops in the New York and Boston area, and found them most cooperative. He was conducted through cigarette stock departments and was shown various ways of handling insertion of pennies into cigarette packages. Tony Parina brought home the comforting information that once the initial changes are made, and the proper technique acquired, penny refunding becomes a very smooth transaction. There are several penny inserting machines, very simple to manipulate. A novice at the task can pack one case of cigarettes in an hour. With practice, speed increases to as much as 15 cases a day. The work is easy but monotonous, and the comfort of the workers is of prime importance. The workshop should have proper lighting, good ventilation and should be equipped with comfortable, adjustable chairs. Making the survey, Tony assembled a stack of statistics and took numerous notes of small, important details, too lengthy to be brought in this column. However, Tony will be very happy to give detailed information to operators in order to adapt the penny refunding system to their own individual needs.

While East, Parina visited the DuGrenier factory, where he found things humming, the entire organization working at top speed. Said Tony: "From the activities at the factory, under the capable leadership of Burnhart "Bip" Glassgold, vice president and general manager, it should not be too long before the new DuGrenier cigarette vendors become available."

The premises of Messrs. Parina & Co., have been thoroughly modernized, setting a new high standard. The place has been beautifully redecorated, the floors are asphalt tile, and throughout there is fluorescent lighting. The showroom is spacious with sunlight streaming through the large plateglass windows, a worthy place to show the new DuGrenier *Challenger* when it arrives. The stage is set and the audience—the operators—are breathlessly awaiting the appearance of the Star.

For a refreshing variety this column suffers from an embarrassment of riches. So many "top news" have come our way, that, please, don't pay any attention to the order in which they are presented. As a rule events are presented according to their importance, but this time so many are vying for first place that your reporter had practically to draw out the names from a hat.

J. D. Cox Distributing Co. has been formed, franchised distributor for Northern California for Packard phonographs and Pla-Mor music selectors. Headquarters of the firm will be 671-673 Howard St., with a showroom of 40 x 90 feet. The firm opened for business the 15th of July. J. D. Cox has been in the coin machine field for over 22 years, both as an operator, and active in the jobbing business for the last 8 years. As an operator he is well known in many major cities of the country. Cox has been engaged in activities on the Pacific Coast for 16 years, is well liked and is already assured of a loyal following in his new venture.

Besides Packard products, J. D. Cox Distributing Co. will handle a complete line of coin-controlled machines.

The worth-while idea occured to Oliver C. Sass to aid the War Veterans' Rehabilitation Program utilizing vending machine equipment. A few months ago he found a sponsor in the American Legion San Francisco Police Post No. 456. This is how it all came about: Sass, an expert mechanic, has relinquished that field and joined the San Francisco police force of which he was a member for four years. During the war years, when mechanics were as scarce as the proverbial hen's teeth, he heard how desperately in need of a good mechanic was Viking Specialty Co., headed by E. M. "Prince" Dutton. Knowing personally another member of the Dutton family, he was prevailed upon to take a part time job with Viking. Well, he liked it. In fact he liked it so much that he resigned from the police force and devoted all his time to Viking. Eventually he got so interested in the coin machine business that, encouraged by "Prince" Dutton, he started a route of his own on a very modest scale. Then the war ended and the rehabilitation of war veterans became a national issue. Sass saw a chance to become helpful. Almost everybody had some kin in the war, and many veterans had gone into business for themselves, and Sass figured that most everybody would be willing to help promote the rehabilitation program, at practically no expense to themselves. The set-up is efficient and simple. Location owners are donating the space, waiving their commission in favor of the war veterans. Sass has been operating so

far Northwestern bulk vendors which are taking up very little space and no way interfere with store traffic. However, his agreement calls for all coin-operated equipment in the San Francisco area.

Mrs. Sass handles all the office detail, and according to Oliver is an excellent judge on new locations. Carol Ann, four years old, helps to brighten their home life.

Sass made a point emphasizing that he uses by preference Northwestern because he finds it such excellent equipment and because "Prince" Dutton is such a swell person to do business with.

Twelve years ago Eric J. Margon was an insurance man in the East. Longing for the sunny California climate he decided to come west for a vacation. Near his residence there were several vending machines which he considered a great convenience. Gradually he became interested seeing how people patronized the vendors. From there it was just a step trying to get into the coin machine field, seeing what a good proposition it might be. He noticed the label and address of Viking on the equipment, called and made the necessary arrangements to get a few machines. He started out with about ten vendors. Adding to them throughout the years, he has now several hundred.

Margon also operates scales, bulk vendors, pencil vendors, handkerchief vendors. He has concessions with chain theaters for scales and is anxious to get more scales. Margon finds that service stations and smoke shops are good spots for handkerchief and pencil vendors; bars are good for nut and peanut vendors, and grocery stores for penny candy and gum vendors. At present he is very much interested to add stamp machines and bar candy vendors to his other equipment. Margon has an almost uncanny sense in selecting locations, and giving them complete satisfaction. He reports: "They try it—they keep it." Eric J. Margon operates a compact territory in the downtown district, and every machine is serviced at least every second day. Equipment is kept immaculately clean and merchandise in vendors is constantly replenished. According to Margon, there is no such thing as location owners ringing up to say that one of his vendors is out of supply. Margon encourages new operators and just last week he got 30 spots for a former defense worker who wished to enter the coin machine field but was at a loss how to get locations.

Margon's success might be ascribed to the fact that he liked the business sufficiently to stay on the job ten to twelve hours a day and is a good enough mechanic to make adjustments unless they are very complicated—when they are brought in to Viking for a thorough overhaul.

Triangle Sales celebrated opening its beautiful new quarters at 1000 Columbus Ave., with a great shindig with swell foods and liquor served to distributors and location owners. Triangle Sales is not really a new firm having been established in 1938 under the name of A.C.S. Novelty Co. at another address. Change of name and location have been synchronized most appropriately. The building, which the firm has purchased is of a triangular shape and the three way partnership further justifies the name.

Ever since its inception, the firm has constantly increased its scope of activities. The owners are P. Anderlini, M. Checchi and Wm. Silvestri. Anderlini said that when the partnership formed they agreed on three cardinal points: to give consistently satisfactory service; keep equipment in perfect condition; have scrupulously fair dealings, and give no special concessions. That they have built on a sound basis is proved by their success. During the last two years the firm has bought four routes. Just a fortnight ago the Baritoni pinball route was purchased. There are now three mechanics employed, there is an excellent parts and service department, also warehousing facilities. All reconditioning is done by the service staff.

Louis Grosso, owner of Grosso Amusement Co., believes that directing youthful exuberance into the right channels would do a lot of good to the Coin Machine Industry. Much adverse legislation could be avoided by keeping teen-agers off the street and giving them healthy recreation. Backing his conviction by hard cash, Louis Grosso is sponsoring two baseball teams for boys and two bowling leagues for girls. The boys, in the age group of 17-23, are being groomed for professional players, and one of them, Joe Desanti, has already made good, making his mark as a professional.

Nobro Novelty Co. is very much interested at present in a bowling tournament in which the Nobro team consists of Joe and Carl Noto, Fred Nelson, Nobro's general manager, Harry Tonkins and Jack Negherbon. They are playing in the 850 Marina Bowl Classic Tournament and have won so far two out of three games.

Raymond Williams, owner of Commercial Music Co., Dallas, Wurlitzer distributor for Texas, spent a week-end here, accompanied by his wife. Mr. and Mrs. Williams were entertained by Mr. and Mrs. Don Clark and Mr. and Mrs. Kenneth W. Popkey at dinner at Dinah's Shack. Don Clark is owner of Clark Distributing Co., West Coast Wurlitzer distributor, and Kenneth W. Popkey is manager.

The Clark organization made up a fishing party a little while ago, and spent a most enjoyable fortnight at Cross Lake, Minnesota. The party consisted of Don

(See SAN FRANCISCO, Page 80)

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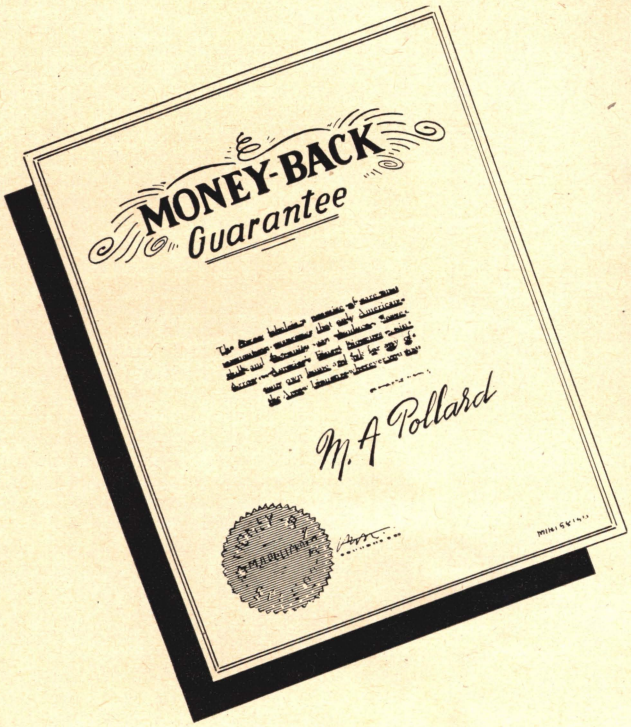

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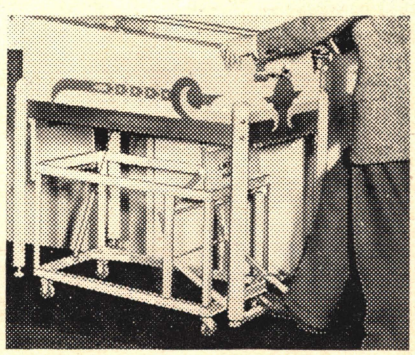

SAN FRANCISCO

(Continued from Page 78)

Clark, Kenneth W. Popkey, Ed. L. Horiskey, Seattle manager, Bill Schetter and E. F. McGlone from the Los Angeles branch.

V. H. Thompson and W. C. Cady, owners of Coast Vendors, San Jose, were in San Francisco last week, looking for more supplies. Prior to the war Cady had a game and music route in Sacramento; then he served in the Navy where he met his present partner, and sold him on the idea of becoming a coin machine operator. Coast Vendors specialize in operating bulk vending equipment.

Paul Speer, prominent Santa Rosa operator, was in the city last week. Speer operates a large game route through Sonoma County. The firm is known as Speer Coin Machine Service. Paul Speer maintains a large service and parts department. His staff consists of five: one expert mechanic who is stationed in the shop, and four service and repair men.

Speer's hobby is speedboating. He has just purchased a new Chris-Craft express cruiser and hopes to get delivery in the near future.

E. M. "Prince" Dutton, owner of Viking Specialty Co., distributor of Northwestern bulk vendors, was happy to report that the equipment is arriving in greater quantity than had been anticipated.

Chet Garton, San Francisco branch manager of M. S. Wolf Distributing Co., says that by next Monday there will be an AMI phonograph display in their showroom. The factory shipped it to Los Angeles, and from there it was dispatched to here. Chet hopes to start deliveries, at the latest, first part of August.

Walter A Huber, sales manager of Wolf Distributing Co., recently visited Lauro Mora, who is convalescing from an operation in the Victory hospital in Napa.

Spence Graves, Redding; Louie Crescenzi, from Ryde, were recent callers at M. S. Wolf Distributing Co. From Oakland came: Mr. and Mrs. T. A. Davis, William Malick, Joe Silla and George Bates from the firm of Blalock and Bates.

Gisela Ney

Oakland

Under the provisions of the G.I. Bill of Rights, the music operators of the East Bay have organized a veterans' training school for vocational training in electrically operated equipment. Drawing their instructors from Oakland's Central Trade School, the school was in session several months prior to disbanding for summer vacation. Bill Malick, chairman of the committee in charge of the school, called a meeting recently to formulate plans for reopening in September. Operators in the music field are backing this program wholeheartedly, realizing the value of having really skilled mechanics.

Joe Silla, a veteran (in every sense of the word) music operator of this area announced that the drum and bugle corps of V.F.W. Post 1010, Emeryville, was awarded the State Championship at the V.F.W. Convention held in Long Beach in June. Joe has been manager of the Post's drum and bugle corps for the past fifteen years and has devoted considerable time to making it the successful organization that it is. Frequent demands for the services of the corps at installations of new V.F.W. Posts and the many centennial celebrations now taking place in California keep Joe hopping, and he is fortunate in having Joe Jr. to carry on the Silla tradition in the music business. Incidentally Joe Jr. also carries on the Silla tradition at Post 1010.

George L. Delacruz, operator of automatic phonographs, passed away suddenly of a heart attack. All who knew him join in expressing sympathy to his wife Ethel and son, George Jr. E. F. Morgan, reported in the hospital last month is now out and recuperating nicely.

Tony Parina, of Messrs. Parina & Co., San Francisco, and distributors for Arthur H. DuGrenier Inc., was in Oakland the other day reporting on his trip back East to the factory. Promising deliveries of new *Challenger* in late July, Tony was welcomed by operators who have been waiting for the new cigarette machine ever since they saw it on display at the N.A.T.D. show.

Hard luck dogged the heels of Morris Jublonsky, cigarette serviceman, on his recent vacation. He started a jaunt through Northern California only to end up in bed with the flu. Before the week was out he was back in Oakland, partially recovered, but attending his wife who was rushed to the hospital for an emergency tonsillectomy.

Billy Barron has decided to move to the other side of the Berkeley hills where summer weather is more summer-like. His new home in Lafayette will make him a neighbor of Andy Blalock whose place is in Orinda. Andy boasts of an aviary in his back yard, and his latest project is the taming of a pair of finches.

K.B.S. Studios, dispensers of measured music, announce that they have purchased the facilities of Musi-Cal, formerly operated by Curt Flanagan.

Fred Hutchinson, previously associated with Coinmatic in Salinas, is reported to have purchased a music route in Vallejo.

Paul W. Chamberlain

* * *

The sure sign of a little man is a big head.

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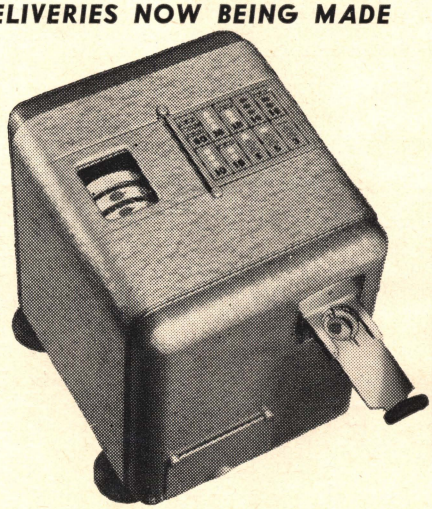

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Los Angeles

The feeling up and down Coin Machine Row these cloudless summer days is definitely one of expectancy. About half of the Row's coinmen are in the back of their places uncrating the first of what is hoped will be a flood of new equipment—the other half are out front in shirt sleeves pleading with operators to be patient about new equipment. Altogether, games seem to have gotten the jump on music equipment, although the latter, too, is showing much improvement.

Filling orders with what few pieces of equipment come through has become an adjunct of "public relations." Most jobbers are keeping the goodwill of operators by delivering machines to as many different operators as possible, rather than attempting to fill single orders. Preston Jarrell, Coinmatic Distributors, tells us that orders for the U-Need-A *Monarch* cig vendor are checked constantly to see that as many operators as possible get some of the machines they have ordered. Most jobbers and distributors have a similar method.

Ken Brown and Preston Jarrell recently flew, in Ken's 2-place plane, to Arizona and spent considerable time with the local operators. Among those they saw were Jones and Allen, Roy Garrison, and Mel-O-Dee Music, in Phoenix, and Anderson Wired Music and Paul Devereaux in Tucson. Ken Brown continues to use his airplane in his business and reports that operators in Southern California and Arizona are becoming extremely air-minded.

Jean Minthorne was the recent victim of a "freak" accident that nearly cost him the sight of his left eye. While removing a pull-over sweater, his finger-nail severely scratched his eye causing an infection. Jean was forced to spend 10 days in a dark room under medical attention. Fortunately, the eye now has healed up nicely.

"Skeets" Gallagher, who with Aubrey Stemler last month announced the formation of a partnership known as Stemler-Gallagher Distributing Co., has been seriously ill with a heart condition. Aubrey has been carrying on in his partner's absence and is doing a top-notch business with Bally games.

Dannie Jackson and Samuel Donin are still doing business "al fresco"—due to the fact that the carpenters have not yet finished putting up the walls on the building being remodeled for Automatic Games. However, in a few weeks, the partners expect to be all set, right in the center of the Row, with plenty of parking space both in front and back of their building. Dannie recently took a trip to Chicago and throughout Indiana and rounded up a surprising lot of equipment. The company is going to specialize in consoles and slots, with Bally, Mills, Pace and Genco.

Finding new equipment is an art, Dannie intimates, but reports that his warehouse is well stocked and business is good, despite the present lack of adequate showrooms.

Minthorne Music Co.'s factory school for Seeburg operators currently has a record enrollment. "The Seeburg operator who thoroughly knows his equipment," says Jean Minthorne, "is the operator most likely to succeed."

On this principle, the following operators and service men who are attending the Minthorne school are on the high road to success: E. Espindola of Bringas Bros., Los Angeles; Dean Brown, Glendale; E. H. Butler, Los Angeles; Dave Davis, Los Angeles; Lewis A. Fivecoat, San Gabriel; R. J. Glick, Los Angeles; A. Seifert, of Norman Glover, Bell; Chester Hamilton, Los Angeles; G. M. Arraj, Harmony Hostess, Pasadena; Bob Jones, of Jones & Collier, Los Angeles; Roy Jones, Jr., and Lewis Taylor, Inyokern; D. Martino, of Martino Motors, Los Angeles; H. B. Sunderland, Hermosa Beach; J. Marshall, W. Hemple, G. E. Craig, L. W. Leech, and Homer Razor, all of United Vendors, Glendale; Al Hanlin, of U. S. Music Co., Los Angeles; and Tony Lagasse, of Valley Vendors, Glendale.

To our mind, Mollie Simon is one of the best proofs that ambition, capacity for hard work, and imagination are genuine assets in this Industry. Mollie went into business for herself only a few short months ago, establishing an "accommodation center" where coinmen could get letters typed in a hurry, receive telephone calls on the Row, get papers notarized, and in fact have any kind of public stenographic work done that they needed. In addition, Mollie secured local representation for the Tunnis "One Spot" record finder publication which is invaluable to music merchants in locating all types of popular recordings. The success of Mollie goes to show that there is still plenty of room in this business for people who are engaged in it.

Speaking of music reminds us that a few issues back THE REVIEW ran an article under the heading "The Dollar Disc Is Here to Stay!" Several eyebrows were raised at our prediction, and the subsequent decline in the independent record business seemed to bear out our critics. However, we learn that as the price of shellac rises to almost $1.50 a pound, many record companies are raising the prices of their platters. Bruce Altman of ARA points out that if the manufacturers who have sold higher priced records can hold their prices while other companies increase theirs, the former stand to gain.

Jimmie Rutter made another fast auto trip to Missouri early this month, driving 19 hours a day. Jimmie's big news, how-

TURN PAGE

"Dollar Bell" Receives Enthusiastic Welcome

OAKLAND—With J. P. "Midge" Ryan (right, above), of Bell-O-Matic Corp., proudly standing by, the latest addition to the Mills Sales line, *The Dollar Bell*, was unveiled by General Manager A. H. Bouterious and Sales Manager, Warren H. Taylor (At left in photo).

Dollar Bell joins the Big Two—Mills *Black Cherry* and *Golden Falls Bells*—in the company's growing line. The new model, made of 100 per cent Mills parts, is handload only, and will be distributed in the Rocky Mountain States and the Pacific Coast States by Mills Sales Co., Ltd., of Oakland. Orders are now being accepted, with delivery expected within the next 30 days.

The enthusiastic reception being given this firm's products has resulted in extensive expansion plans. Branches in Los Angeles, Portland, Seattle, Arizona and Nevada will be opened in the near future.

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ever is that he has taken over Lane Jasper's conversion of *Longacres* to *Hollywood* and expects to be able to make a startling announcement about this soon.

Charlie Robinson has purchased a beautiful new home just north of the Sunset Strip. He hopes to get moved very shortly.

Ray Powers, manager of E. T. Mape's Los Angeles branch, spent the 4th of July in Central California and reports good fishing on the Stockton River. A new line at E. T. Mape is *Red Ball* the novel combination pin game and pool table that made a hit during the war with servicemen in camps and USO clubs.

Mac Sanders has been driving his neighbors daffy with an old Mills Violano Virtuoso (vintage 1912) that brings back plenty of memories for the old-timers in the Coin Machine Industry. Machine is owned by Jack Ellsworth of the Pennyland Arcade, Ocean Park. It consists of a piano and violin (the latter seemed slightly out of tune), played by means of rolls similar to those used for player pianos. Yep, those were the good old days. The machine is built like a locomotive, sold for about $1500, and in spite of all the years of use, still turns out music with a nostalgic air that is a natural for arcades.

L. E. Kelley, K & M Service, has set up a new record distributing company in Dallas, to handle northern Texas, Oklahoma, and southern Kansas. Name of the company is K & M Distributors, and is located at 2821 McKinney Ave.

Nels Nelson, who recently started handling Ed Johnson's sensational bowling game *Strikes 'n Spares*, says the game is the talk of the town. And not only the town . . . Nels states that he is negotiating with an operator for the machine in San Salvador. It's a game with universal appeal, an international sign language, Nels says. A simple change of the coin chute adapts it for play with foreign coins.

Bill Abel, Coast Records, announces several new distributors: Finch Ernst Corp., Denver (Harvey Hayntin, president, Robert Finch, vice-president); Bob Tanner, 2630 S. Harwood, Dallas (who will have a new building in about 90 days); Commercial Music, Inc., St. Louis, which will cover Missouri, Kansas, Nebraska, and Iowa; Music Sales Co., Memphis, Tenn., which will handle Coast Records in Tennessee, Arkansas, Mississippi, and Louisiana.

Chet Wiser, sales manager of Coast Records, has returned to Los Angeles after a 4-month sales trip through the United States.

Charlie Washburn has returned to Los Angeles after attending a meeting of Packard Pla-Mor regional sales managers in Indianapolis, where the new Packard phonograph Model 400 was on display. The first production model has had over 60,000 plays without being touched, Charlie states. Amplifier is an entirely new, patented circuit, with no hum, no distortion, and is equipped to carry four speakers without additional transformers. Tone quality, Charlie says, is better by actual meter curves and tests than anything on the market. The Hide-away unit is expected in Los Angeles very soon, with the floor model to be delivered in September.

Homer Capehart, Packard President, offered $10 to any one present at the meeting who could jam the machine. There were no takers, says Charlie.

Leonard Micon, Pacific Coast Distributors, will handle the Packard Pla-Mor phonograph, and is right in there pitching for what he calls a truly out-of-this-world machine. "Lower price, proved mechanism, product of one of the best phono manufacturers in the country," he asserts. "To top it all," Len continues, "a marvelous set up with Charlie Washburn."

Lucille and Paul Laymon spent a busy week in mid-July entertaining his sister and husband from Indianapolis. In addition to showing them the high spots in town the Laymons took the lucky pair to Mexico.

Otis Rene, of Excelsior Records, has opened an office in the Hollywood district at 1065 North Fairfax.

One of the real old time vending operators, J. H. Scott, passed away recently in Los Angeles. Scott held several offices in the Western Vending Machine Operators Ass'n. during his operating years.

Anton F. Bruns has indicated he will again be active "if and when" coin-operated movie machines are available. Anton specialized on these machines before the war as installer and service man.

Ben Korte, Glendale operator, is leaving shortly on a vacation trip to the West Indies. Brother Clem will leave in a couple of weeks on one of his trailer trips to nowhere.

Ed Johnson, and frau, spent the second week of the month in San Francisco visiting with one of their sons who is headed for Alaska for a two year stint.

J. R. Donaldson, Salinas operator, was in town on the 17th picking up what he could find for his northern operations.

Big crowds have haunted the Laymon establishment the past month to snap up the machines as they arrive. "We haven't had time to record all of them," said Lucille, "but we enjoyed visits from Art Dawes, San Diego; Stuart Metz, San Bernardino; Dick Sharp, Santa Ana; G. L. Curtis, Riverside; Paul Sullivan, Oceanside; Gordon Hicks, Long Beach; Otto Pelch, Santa Barbara; Louie Dunn, Monterey Park; Thomas Beaudry, Lomita; Art Weiss, Arcadia; Ollie Trevillian, Santa Barbara; G. D. Evans, Phoenix; and Ernie Slater, Whittier." The Laymons are momentarily expecting their first shipments of Bally's new *Draw Bell*. Interest has been terrific.

Homer Gillespie, Long Beach operator has gone to Colorado on a business and pleasure trip.

Raymond Cheong, Honolulu operator, has returned to the Islands after spending three weeks here buying equipment. Cheong also visited Mexico City to see what's what.

Jack Gutshall's new San Diego office is reported to be clicking in fine fashion. "Operators have been in and approve our set-up," said Jack, "and we'll be able to give them A-1 service right at their finger-tip."

One of the show places of the San Fernando Valley is the ranch home of Bud Parr of General Music Co. Layout comprises seven and a half acres and all planted in fruit and palm trees. Bud has 400 baby chicks, 25 baby turkeys, 100 rabbits, 3 small pigs, a couple of horses boarded for Frank Root in two of his 11 box stalls, to mention a part of the livestock population. A dirt track in the rear provides a fine workout run for horses and as if that weren't enough, there's a swimming pool that would make a town of 5000 people mighty proud.

Aubrey Stemler is sporting a beautiful new watch set with 12 baguette sapphires. Watch was designed by Mrs. Stemler for Aubrey's birthday, coming up in September, but she couldn't keep the watch a secret that long.

H. M. DeGovia is passing out some nifty genuine leather key cases at Dee's Service Shop. What better can an operator use than a key case? And Dee's are really nice.

Imposition of an annual license fee on all pinball, vending and automatic phonographs became effective July 1 in South Gate. Pinballs are licensed for $30 each per year; Phonos, $25 per year plus $1 per year for each coin slot which is connected to the music machines. Two dollars per year is charged against the penny peanut, candy and gum vending devices.

A new face at Pacific Coast Distributors is Sara Krantzler, now handling secretarial and general office work.

Coming south is Bert Farmer of Seattle. After 47 months in the Navy Farmer is due for a discharge on August 10. Southern trek will be a sort of celebration and the Farmers intend highspotting it with a visit to Earl Carroll's and a suite at the Ambassador.

Johnny Inman, one of the mechanic mainstays of Puget Sound Novelty, vacationed in the sunny Southland, and while here tried to figure out ways and means of shipping a couple carloads of Old Sol to the weepy Northwest. Johnny, accompanied by Brother Ernie, bought hard-to-get-in-Seattle motor boat parts in the hope of nudging his racer, *Bottoms Up*, a little closer to the finish line.

Africa Op Joins ADA

NEW YORK—The Arcade Owners' Ass'n. of America has a new name on its rolls—that of I. M. Jadwat who operates coin machines in South Africa.

* * *

Elsie—Have you heard that Dorothy's getting married?

Mabel—Is she? Who's the lucky man?

Elsie—Her father.

ALL PURPOSE UN-X-LD CLEANER CONCENTRATE
CLEANS ALL PAINTED SURFACES & FABRICS NOT HARMED BY WATER

ANSWERS ALL CLEANING PROBLEMS ON COIN MACHINES

Makes your cleaning easier—faster—cheaper. Saves time—labor—money! Leaves no rings, non-inflammable, no hard work required. Safe under all cleaning conditions and fully guaranteed. One pound of UN-X-LD all-purpose cleaner costs only $1.50 and makes 30 gallons of cleaning solution at a cost to you of only 5c per gallon. Tested! Proven!

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We take the bugs out of your

VEST POCKET

REFINISHING REPAIRING
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Discounts To Jobbers

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Call Citrus 2-2261

ERNIE GRAHAM

1212 E. Colorado Glendale 5, Cal.
(Rear Entrance)

Portland

Western Distributors is now a beehive of activity. What has happened? Aireon has begun to roll in. I dropped in last month for a look-see, and thought I had entered the Pennsylvania Station; operators and club owners were clamoring for the new machines. Was Clayton Ballard pleased? Budge Wright, and his right hand man George Trambitas, were as happy as a couple of kids in the jam jar.

M. S. Wolf has opened a branch in Portland. He has one of the nicest showrooms on the coast. Had a chat with manager A. M. Moss, one of Wolf's able assistants, and he told me they are innovating a school for G. I. mechanics to learn the pin ball business. There will be classes and a school in their new showroom. Moss says the government has consented to use this school to train G. I.'s under the G. I. bill of rights, and they have negotiated a deal with the Vanport housing to set aside a housing unit there for their families. I say more power to them on their new enterprise. This should be good news to the trade in general as good mechanics are sorely needed.

Mike Pearson has the same box at the ballgrounds, but not in front anymore since they added three more rows in front of his. Wonder if that was the reason I saw him leave early one day or could it have been that the home team just allowed six unearned runs to cross the plate?

Another war time business has just about hit the skids, but not because of lack of business. No, sir. It is for the same reason a lot of enterprises fold up. The landlord wants the building for his own business, so the 4th and Washington Penny Arcade is gently bowing out unless they can renew their lease which at present writing looks like no go.

Lonnie Logsdon was the big man at the county rodeo at Mollala; at least he had the big hat. Imagine a man who is both pin ball impresario and Hollywood cowboy. Yes, that's Lonnie Logsdon. Mollala roundup time would be a blank without Lonnie there to unofficially M.C. things.

Operators in this state are not worried about the interpretation of the state charter on lotteries, uncovered by over-zealous die-hard blue law-ers. The moth balls were uncovered on this law that was passed in the days when it was sacrilege for a woman to show her ankles. The definition of the law is too too loopholish to cause any concern.

Some of the boys going through music lane looking over the new merchandise lately and some comparing notes were Fred Klaus and Roy Gatto of Portland; Pete Sorenson of Silverton; H. J. Bevan, Klamath Falls; Walt Antrim, Pendleton; Frankie Beeson, Eugene; Vern Raw, Seaside and A. K. Morse.

Mike and Danny Pearson are expanding as usual and getting their route worked up bigger and bigger.

Ed Day, who sold out a couple of months ago and was going to retire, couldn't resist the call or shall we say fever of operating. He bought the Coulter and Campbell music operations.

G. F. Johnson Music Co., Oregon's large outfit, have sold their music route to Hollis Beckett.

Bill Martin and Bob Scrothof, La Grande, and Brady Nary, Si Owens and Vern Hellry visiting music row.

We have a big year ahead in the coin machine business, and it is a big job to keep the general public acquainted with new post war devices on amusement, but rest assured we will try to get you all the latest news from the Northwest.

Johnny Trambitas

Seattle

Invading the Washington domain, Zam Music Co. purchased locations and direct wire equipment of the Hi-Tone Music Co. and has put Solotones at several Seattle spots. The high mogul for Zam in Seattle is John Leovich, an all-around athlete, who turned his burly back on baseball this year in favor of "soft music by direct wire."

Leovich, who played baseball and football at Oregon State, hockey in the old Seattle loop, and caught for the Portland Beavers in the Coast League after a stint with the Philadelphia Athletics, got a call from Portland this year, but turned to business instead. And fans are still yammering about the fast one Leovich pulled in 1944 when he played pro ball for the Seattle Bombers. John, in the Coast Guard at the time, was catching for the service team, and had a yen to play for do-re-mi for the Bombers. With his C. O. looking the other way, Leovich signed on with the Bombers as "Lou Drake, Oregon State College." The fans and Oregon alumni, wondered where "Drake" had been all their lives.

Leovich has his sanctum in the Railway Exchange Bldg., Seattle, and right bower is Richard W. Still.

Seattle lost one of its pioneer operators early in July with the death of Rube Gross who, as the Rube Gross Amusement Co. manufactured the *Torpedo* and *Fury* machines, rated as two of the best on the mart. At the time of his death he was co-owner of Seattle Recreation Bowling Alleys. He has three sons-in-law in the coin machine trade, and they are: Paul Pollack and Vic Green, owners of Pep Sales Co., and Ben Beane, owner of Ideal Novelty Co.

Frank Countner is doing the honors as a proud but nervous father of a son who weighed-in at 8½ pounds. Incidentally, Countner has incorporated as Countner's Inc., and for $100,000. Incorporators are Frank and his wife, and Albert Yoder.

John J. Michael christened a new 35-foot cruiser on a four-day cruise to the San Juan Islands. Finny denizens of the deep blue failed to respond with any notable enthusiasm to his fishing efforts and the score was one 14-inch salmon trout.

George Saxton, route man for Heberling Brothers, used his valuable vacation time to move from the wicked city to a quiet suburb, Maple Valley, just outside Seattle.

They're calling Johnny Ford, operator, "Hardluck" Johnny these days. The new handle comes as a result of having his automobile stolen for the fourth time. And now Johnny is trying to find insurance which will insure him having his car for

Available Again!
GOTTLIEB
GRIP SCALE
TRIED, TESTED AND PROVEN OVER THE YEARS
$39.50
IMMEDIATE DELIVERY
— SEE —
PAUL A. LAYMON
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Non-Duplicatable Key . . .
VIRTUALLY PICK-PROOF

famous DUO LOCKS
More Duo Locks are installed on coin operated machines than any other quality lock.
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his own use at least part of the time.

It's been travel time at Nelson & Michael, what with V. A. Nelson and George Corey back from separate trips to Los Angeles. Nelson went on business (he says) while Corey comes clean and says his was a pleasure trip, at the same time alleging that a trip to L. A. is no pleasure (L. A. Chamber of Commerce please ignore) and that he's glad to be back in the Queen City where the sun is more merciful. (Yeh, merciful, if not a downright stranger).

New at Nelson & Michael, and in the phono end of the service department, is Jimmy Baldassin. Fresh out of the navy after a two-year hitch, he saw service in both oceans, largely in destroyer escorts.

Jack Howlett is boasting of new 2-5 pay *Club Royal Bell* machines for the chartered club play. He says he will have some new model 3-5 pay rigs when Mills get tooled up to make them (about October 1). Washington is the only state using the 3-5 play machines, adds Jack.

Ralph (Horatio) Alger of Hi-Tone Music Co. has a cheerier visage as result, and I quote, of the "female trouble is all settled." And, respecting his desire for privacy over his recent bout in court, I'll say no more. New at Hi-Tone is Stan "Red" Conant in the service department, formerly of Wolf and of Fox in San Diego. Marget Riggn doubled-aisled it not too long ago and is now Mrs. Glen Sodman, but she continues at Hi-Tone in her same gracious manner.

George Schnabel of Puget Sound Novelty has been ill but is now showing up at the office for a little light work now and then. New faces at P. S. include Margaret Harrington and Donald MacDonald, both in the office. Weddings include the nuptials of Ed Yocon, of the shop staff, on July 12, and of Dorothy Hill, of the office force, who in June became Mrs. James Buser. Lyle Tenner, who usually travels Washington, Oregon and Idaho for P. S., came in from the road to help out while Boss-man Schnabel was ill. He says machines are easier to get now and tells of the arrival of *Victory Derbies* and *Specials*.

School bells ring weekly at Jack R. Moore Co. where, beginning July 10, a class is held every Wednesday from 11 a.m. to 2 p.m. in the Seeburg Distributor's Field Service School. The class runs for 12 weeks, with Edwin Eby, of Moore's Portland office, doing the instructing. George Goss, Moore Seattle manager, says enthusiasm for the school is high and that lads from in and out of Seattle attend.

Goss is still busy enlarging and modernizing his shop, with work delayed for a time because of the lumber lack. Soon to be installed will be the elaborate Seeburg test bench that looks like a combination between an automat and a cigarette vending machine and which will give out, it seems, with almost anything except a cold beer.

Pinball and slot machine operators are certainly paying their way in Spokane. In two months the city has collected $22,452 as its 5 per cent take from the gross operating profits of the slots and the city fathers figure they will reap more than $100,000 this year. Pinball machines will net Spokane about $150,000 this year in license fees. There are probably 500 slot machines scattered through Spokane's 25 clubs.

The Seattle city council is going easy on granting pinball licenses and operators are facing waiting periods on their requests. Judging from the sentiment of the city dads, there is a possibility licenses may be disallowed if requests continue at the present pace. Regulations limit to 200 the number of machines any one operator may hold, and there are now some 180 ops in the field here.

The fate of slot machines in private clubs is in the hands of the Washington state supreme court as the result of an appeal from a Seattle court on conviction of a bail bond broker who was convicted on a charge of possessing a slot machine. The broker had the machine in his office. A 1937 state law permits machines in private clubs only. Lloyd Shorett, King county prosecuting attorney, contends the law was not intended to permit operation of slot machines in private buildings.

Although the city of Bremerton said, "No, no—no license," the Isley Corp., headed by Lloyd G. Isley, is still operating its pinball machines in the town. Under an amendment to an ordinance, which gives them a wider latitude in issuing licenses, Bremerton councilmen denied Isley licenses for his machines which expired July 1, although permits were granted other operators. Isley, who operates 15 machines in 10 locations, has filed suit against the councilmen, asking $136,000 damages based on an asserted income of $1500 a month from the machines.

Apparently Isley's licenses were refused for none other than purely personal reasons and under the city ordinance which gives the councilmen the right to pick and choose when it comes to handing them out. How long Isley will operate without licenses is a matter for conjecture.

Ray Bloomberg

Denver

C. J. Fendrick, who was taken seriously ill last month with bronchial pneumonia, is again able to be about and says he is getting in touch with business.

The Jones Distributing Co., distributors for J. P. Seeburg Corp., is opening up a new paint room, which has been added for the purpose of refinishing boxes.

Ken Kronauer, head service manager for Seeburg in the Denver district, recently returned to the office after spending some time in the main office in Salt Lake City.

Service man H. C. Baker is ill at his home, but expected soon to be able to return to the office.

Helen Holkerstad, secretary, recently returned from a two weeks' vacation, which she spent with friends in Minnesota. She reports a very enjoyable and restful time.

Gibson Bradshaw, of the Denver Distributing Co., says he is not getting in very many machines—some machines not standing up very good, but as a whole, conditions are better than expected. He has been making a number of short trips over the territory to keep in touch with conditions. Bradshaw says he is not taking any vacation this summer, but will take an occasional horseback ride in the hills for recreation.

He reports that Pat Johnson of Rawlins and Henry Chipp of Rock Springs were recent visitors in Denver.

Describing a recent fishing trip by members of the Wolf Sales Co., A. A. Roberts said, "We drove from here up to Cross Lake, Minn., and stopped off at Omaha to pick up M. H. Rosenberg and Tim Crummet of Central Distributing Co., who rode up with us. The trip up was more or less uneventful. While we were there the fishing was just fair. I caught the biggest fish one day and A. C. Roberts also got an award, but he is not telling for what. E. R. Wurgler caught one of the largest Great Northern Pikes seen in that part of the country in a long time.

"We had a combined dinner and business meeting at El Paso for a number of the Wurlitzer operators in the El Paso and Phoenix areas. Guests at this meeting were Gordon Sutton, assistant general sales manager, Rudolph Wurlitzer Co.; Ben Holsinger, advertising manager of the Rudolph Wurlitzer Co.; Al Mendez, regional manager, Rudolph Wurlitzer Co.; Raymond Williams, owner of the Commercial Music Co., Dallas, Houston and San Antonio.

"Following this meeting I went to San Antonio as a guest of the Wurlitzer operators' meeting conducted by the Commercial Music Co."

The Blackwell Distributing Co. reports having received 80 Aireon phonographs, most of which are on location and creating quite a sensation in the district and have received much favorable comment. The company is feeling very happy because the customers with the nickels, who are after all the real judges, like them very much. The location men report that it has increased their "take" tremendously.

C. D. Kemp, district manager for Aireon, is leaving on an extended trip throughout the 5 states of this district.

A great many of the operators' service men were in for a service school, and seemed very well pleased with the performance of the phonograph and the beauty of its cabinet.

H. L. King, service instructor for Blackwell Distributing Co., is making an extended trip through the territory for the purpose of holding schools for service men.

Dan Kenaga, the Blackwell Co.'s live wire operator, of Pocatello, is leaving with his family for a trip to Southern California.

Knight Ketchersid, Boise, recently redecorated his place of business. He has purchased some new equipment.

Paul Shorf, operator of the Cigarette Service Co., Inc., at 3401 West 26th Ave., reports that the cigarette situation is in pretty fair shape now. He operates in Denver and adjoining counties of Adams, Arapahoe and Jefferson and has provided this service over a period of 11 years. He handles Rowe machines exclusively. He

(See DENVER, Page 86)

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Specializing in
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"Let Mollie Do Your Letters"
Ask "Mollie" for details
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Do You Need
Arcade Equipment
RAY GUNS
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TELEPHONE PROSPECT 2974

June 18th, 1946.

Mr. Paul Blackford,
Coin Machine Review,
1115 Venice Boulevard,
Los Angeles 15, Calif.

Dear Paul:-

Replying to your telegram of even date, yes we certainly do want you to run an ad on the Wayne Volume Equaliser in the next issue of the Review.

It might interest you to know that, the one ad we ran in the Review has brought in hundreds of inquiries and many, many orders, proof that the Coin Machine Review reaches the operators of music all over the United States.

At the moment, we are far behind in our production but, this will soon be corrected and we will fill orders as fast as they come in. There is no question but that, the Wayne Volume Equaliser is just what the operator has long wanted to fill a great need.

With kindest personal regards from the writer, we are,

Cordially yours,
Geo. R. Murdock &
Associates, Inc.,
Geo. R. Murdock.
Geo. R. Murdock.

GRM/m

The PHONOGRAPH OF TOMORROW — RMC

----SUCCESS

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News coverage is fresh, up-to-date, reliable. We do not publish publicity. We publish NEWS—gathered for us by paid correspondents throughout the nation who go to the source for the FACTS. Each issue contains at least 4 important features, plus one factual study of an operating branch of the Industry—written exclusively for THE REVIEW.

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441 Lexington Ave.,
NEW YORK 17
Murray Hill 2-5589

DENVER

(Continued from Page 84)

handles all popular brands of cigarettes and maintains a well equipped service department.

King's U-Select-It is now operating under the name King's Candy & Popcorn Service. They are doing a thriving business in selling ice cream in bulk and cones. Candy bars and ice cream offer a big attraction for the youngsters as well as adults.

All popcorn for servicing the machines and for trade at the store is provided by a specially contrived corn popper which produces in quantity.

Mrs. Lovelace, who operates the popping device, has been called to Nebraska by the death of her mother.

H. E. Walker, of the Walker Music Co., reports that business has begun to pick up in the past week or two and that everybody keeps busy getting ready for more deliveries and increased activity.

Recently, considerable time has been required in figuring out the Federal amusement tax on machines, which is quite a job in itself. However, he says it is now all finished in his office and ready to send in. He much prefers to be early rather than wait for the July 31st deadline.

Frances Conrey

Salt Lake City

The Stewart Novelty Co. has recently moved to new quarters at 1361 S. Main St. A new office manager has been appointed in the person of Marvin Beadles.

Manager Sid Stewart of Stewart Novelty has just returned from a trip to Yellowstone National Park. His brother Dan B. Stewart visited here the past week from his Reno headquarters in Nevada where he operates the Casino. Sid and Dan have opened two new Pladiums—one at West Yellowstone and one at Lake Tahoe—placing as managers for these establishments Joe Reese at Yellowstone and Ross White at Lake Tahoe, according to Eleanor Aldritt of the office personnel in Salt Lake. Eleanor is planning a vacation trip for August into Idaho.

B. E. Moran, manager for the Rowe Cigarette Service just came back from California where he and Mrs. Moran, accompanied by their young son Johnny, spent about two weeks, also taking in Bryce Canyon, the Grand Canyon and Zion Canyon, enroute home. In Los Angeles they visited with H. W. Skelton, president of the company. Moran states that equipment is coming in a little better and he expects things to be good by the end of summer.

Laymon Games Click

LOS ANGELES—Two prime favorites in the foreground in the showrooms of Paul A. Laymon are *Kontest Bomber* and Bally's *Surf Queens.*

"They're both good games although entirely different in appeal," said Paul in talking of the two. "First is a brand new legal skill game we introduced last month. Game has been approved for the city of Los Angeles and operators have been quick to snap up our deliveries and get them out on location. Earnings have been good and repeat orders are now being booked.

"Second hit-of-the-month is the five ball novelty *Surf Queens* by Bally. Reports show this sparkling novelty game is bringing the slowest spots back to life in a big way. It combines all of Bally's time-tested money-making features together with some new play-provoking angles."

R. F. Jones, Jones Distributing Co., now located in beautiful new quarters at 127 East on 2nd South St., is enroute back from Chicago where he has been on a combined business trip and vacation, according to C. M. McMurty of the local office personnel.

Rainbow has taken the distributorship for Utah, Southern Idaho and Western Wyoming for Packard phonograph and music equipment for Intermountain distribution formerly handled by Geo. Cusick. Manager Holt will have Packard phonographs on display soon and reports that his company is very busy currently.

Jimmy Landsford was looking over new products and paid a visit to some of the boys here.

John Moser of the Hemenway and Moser Co. is considerably improved in health and has gone to Flat Rock Club in Idaho for part of the summer. He recently returned from California where he and Mrs. Moser attended the graduation of their daughter from Scripps College at Claremont.

L. W. Cracroft recently joined the organization as purchasing agent. L. W. is the son of Ralph, well known Secretary and Treasurer at Hemenway and Moser.

Fred Murphy in charge of the cigarette vending machine department for this company, is currently in Idaho. Hemenway and Moser has changed the trade name under which the retail stores in Idaho operate, now calling them the Evergreen Stores, Inc. The management and personnel remain the same, according to Ralph Cracroft.

Milo Nechansky, operator of the Canteen Service, has been vacationing in the Northwest as has Al, his brother, the northwest being the boys' former home and the home of their mother.

Lloyd Bjornn of Canteen Service was married recently. Dave Horne also married about three weeks ago. Horne is a shop man here and is on furlough, scheduled to report back to the Presidio soon for more medical treatment, it is announced.

Manager Irving Monsey, of the Atlas Specialty Co., has been on a trip out of the city during the hot months.

Andy Stevenson, manager of Consolidated Music Co., reports equipment is coming in pretty slow this time of the year, as is the general opinion.

R. F. Vogt, of Vogt Distributors is still waiting to get merchandise and has been expecting shipments from Keeney Co. for several weeks but as yet very little has shown up.

Viola Hutton

New Game Bowling 'Em Over

LOS ANGELES—First deliveries of Universal Pacific Sales Co.'s sensational precision-perfect bowling game, *Strikes n' Spares*, have been placed on location and demand has already commenced battling production. Operators Roy Jones of Los Angeles and Ivan Gayer of San Bernardino received the initial shipments, while Bill Leuenhagen took delivery on units for operation at Gittelson's Golf Courses.

Outstanding feature of *Strikes n' Spares* is that it is an exact replica, albeit scaled down proportionately, of a regulation alley, and experienced bowlers have gone on record as saying that it is comparable to playing on a regular alley.

Vending Vandals Outwitted

WASHINGTON — Dealing a forceful counter-attack to vending machine vandals, Samuel F. Roth, president of National Distributors, Inc., has perfected a defense system which calls for bolting a number of machines together in certain locations to prevent the units being turned topsy-turvy and succumbing to pilferage of merchandise and coins.

"Formerly we solved the problem by weighing down the machines with sandbags," says Roth. "But bolting several machines together proved a better defense."

Fresh Off Production Lines
GROETCHEN
COLUMBIA BELLS
WITH NEW
MECHANICAL IMPROVEMENTS
These new, improved 1946 models in dazzling, durable finish are changeable right on location to 1-5-10-25c play; hence you get the service of four machines for the price of one, . . . plus double slug protection!
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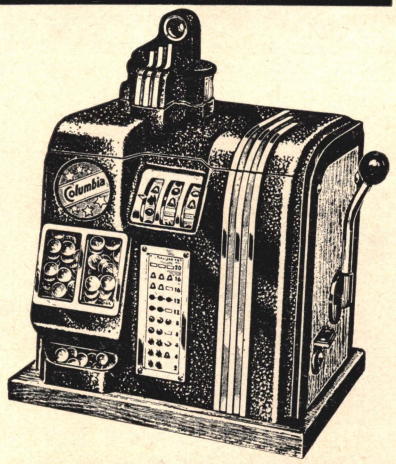

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RED HOT NEWS

LAST MINUTE REPORTS — PREDICTIONS — FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: They're still slow and it looks like they will continue so for the next few months at least. Labor is still a critical item but the main complaint is the lack of lumber, motors, glass, etc. Lumber is slated to be acute throughout 1946. Same holds for copper, lead and only plastics seem to have passed the acute stage and will be ready for manufacturers in reasonable amounts this fall. Prices on new equipment will be higher. Elimination of OPA ceilings has nothing to do with the proposition. Increased costs of material, labor, and freight, will add up to the new prices.

PHONOGRAPHS: Aireon continues to deliver in fair quantities and first production shortcomings are being ironed out by the distributors around the country. Lots of squawks here, and not good for the Industry, either. Add to this the fire leveled at the Challenge plant, Batavia Metal Products Co., in Batavia, Ill. This is the Garrson combine, now in the throes of a Congressional investigation. Little is known at the plant of the activities of the big-wigs but the Coin Machine Industry doesn't need this kind of publicity, especially from a new-comer. Wait until it is revealed that the firm is now in the newspaper-classed "Slot Machine Business." The fireworks will start immediately. At the factory they say the phono and beverage machine are going ahead on schedule. Packard is bringing out its Hide-a-way unit first and the Pla-Mor phonograph will follow in September. AMI is starting deliveries after an early show to keep in pace with the rest. Seeburg continues in the groove and is winning plaudits for its program of conducting service schools to help operators learn more about the equipment they operate. Wurlitzer has followed a like pattern, but here is a juicy forecast fresh from our informant. There is a likelihood that Wurlitzer's plans for 1947 will not include any NEW operators. Promotion will be directed toward selling the instruments now on location to the general public as purveyors of the best in popular music. Interesting, if true, but the idea will fall flat after 3 months of operation. New Price increases have not been warmly received by operators. Most of them think them unjustified after the initial high figure.

GAMES: Along they come in small dribbles. Ed Johnson is shipping a very few each week. Last month we tipped you off to a new West Coast Manufacturer about to deliver a new Skee Ball Machine. The first 100 are now coming off the production line and ALL have been sold. The plant, a pre-war one and very well equipped, expects to build at least a thousand and boy - are they streamlined? Beauties - yeah man! In Chicago the production is still slow. For example, samples of Bally's Draw Bell have been in distributor showrooms for several weeks but no quantity shipments have left the factory. Same holds true at the other manufacturing emporiums in the windy city.

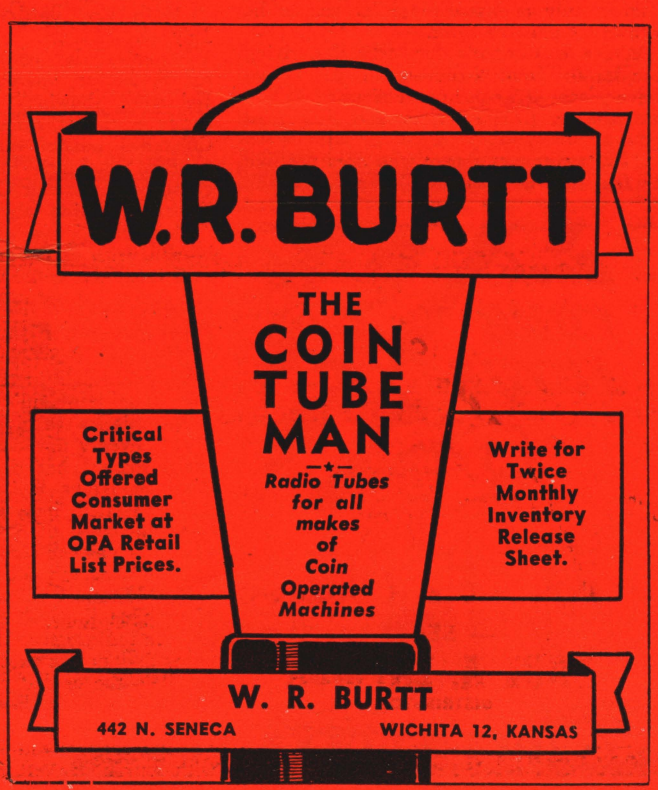
VENDING: Cigarette vendors are slow in coming through. All of the distributors have over-sold their 1946 quotas. Rowe, Du Grenier and U-Needa are making limited deliveries. Eastern Electric and National are slated for early fall deliveries. Lehigh Foundries is now in production and ONLY TWO distributors, so far, have been appointed for the nation. Idea is to give the new machine a thorough test and additional appointments will likely be made at the Coin Machine Show in February. The two distributors will have 500 vendors each to distribute between now and the first of the year.

MERCHANDISE VENDORS: Literally hundreds of them are in preparation but shortages of one kind or another are holding back deliveries. One plant in Illinois has thousands of peanut vending machines made up and ready for shipment when the necessary glass bowls are obtainable.

IMPORTANT ANNOUNCEMENT

Effective with the issue dated October, 1946 which closes in Los Angeles on September 12th, THE REVIEW will discontinue the saddle stitch type of binding used during the period of War and revert to the side stitch used prior to Pearl Harbor.

This means advertisers using bleed pages and inserts must allow a one-fourth inch space in the gutter for binding.



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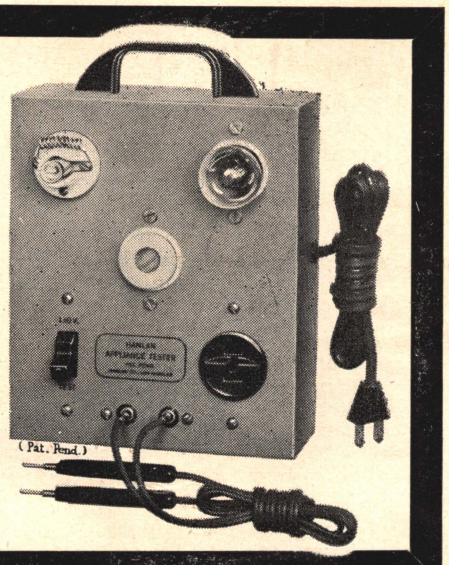

Invention From Atom City

WASHINGTON — From Oak Ridge, Tenn.: Patent Number 494,230 . . .

Oak Ridge, Tenn., one of the birthplaces of the atom bomb . . . and an invention. If you were a fiction writer you wouldn't have any trouble conjuring an eye-popping yarn.

But there happens to be a chap in Oak Ridge who invented a machine that has nothing whatsoever to do with the feared "A" bomb. His name is Frank U. Payne and his invention is an eight-flavored drink vendor. Capacity of the machine is 400 bottles. Dispensing apparatus is constructed in units, and by changing cabinets and number of units needed, the assortment of flavors is thereby increased or decreased. Each dispenser is four inches wide. The machine is air-cooled throughout.

Conversions Pack Appeal

CHICAGO—When a plant starts worrying about meeting demand before they turn out full-scale volume of their product, there's only one possible inference to be drawn: it must be a hit.

Kruse & Connor's top artists, deriving inspiration from the Alcatraz jail break, have prepared 9-color conversions of Bally's *Rapid-Fire*, *Chicken Sam* and *Jail Bird* games.

"I've never met a man who does not like to feel that he's another 'John Law', who doesn't like to play his old boyhood games of 'Cops and Robbers,'" says Ted Kruse. "I know from my long experience as an operator that smart conversions of the high quality of these new 'Big-Rock' scenes will give needed blood infusions to many old machines now getting little play."

Vend-O-Sales Makes Debut

WASHINGTON, D. C.—The automatic merchandising division of National Distributors, Inc., will henceforth be known as Vend-O-Sales, and is being bannered by the newly adopted slogan, "Quality Merchandise Dispensed Mechanically."

Samuel F. Roth, president of the corporation, announced that all nationally-advertised products, such as candies, cakes, cigarettes, chewing gum and peanuts are being vended in the attractive maroon and gray machines. Present locations are in the Washington, Virginia and Maryland area.

Silent Sales Opens Branch

BALTIMORE—Hundreds of coinmen attended the grand opening of Silent Sales System's new Baltimore branch here on July 14.

Inaugural day featured a Personal Music System in operation, as well as first Baltimore showings of the new Vendit candy machines, American Fortune Scales, Columbus peanut machines, "Minit-Pop" popcorn machines, Pace de luxe slot machines, and the new Columbia Double Jack Pot slot machine.

Mack Dunie is manager of the new branch, with Harry Levin, 20-year coinvet, assisting.

Upper Left Wins Punchboard Poll

DES MOINES—Now if some ingenious chap would only invent a punchboard with four upper-left-hand corners . . . .

No, this isn't a nightmare we're having; it isn't even a daymare. We're referring to the recent psychological experiment by students of Drake University. To determine which section has wider appeal and is punched more often, a sales board was passed among the students; of 1,150 punchers, 318 selected the upper left-hand corner.

Dr. Herman F. Brandt explains this phenomena thusly: the upper left part of an area has greater visual interest than any other and proves that the manual pattern parallels the ocular pattern—as confirmed by previous research.

As we were saying, if only some ingenious chap would invent a punchboard with four upper left hand corners . . . .

LETTERS TO THE EDITOR

Gentlemen:

I am acting as an import and export agent and should be grateful if you would pass my address to your subscribers who are interested in business with our country.

P. Beaumont,
99, Avenue E. Cambier,
Brussels, Belgium

London, England

Dear Mr. Blackford:

Just a line to let you know that copies of THE REVIEW are reaching us. The trade is still a little quiet here as they all seem to be waiting and marking time.

We had the Victory procession pass the door and we had plenty of flags and bunting flying, also quite a few callers for view of same. Notice the two new stamps on this envelope.

I shall write you a longer letter later, so for now shall conclude with best wishes and a Cheerio.

Harry Hooper

Gentlemen: Los Angeles

A word to let you know that THE REVIEW is a constant source of valuable information to me. It has answered many questions in my mind, and given me many good ideas relative to *our* business.

THE REVIEW is in my "must" class. I go through it quickly when it arrives, marking items of vital interest. Later THE REVIEW is given a minute going over.

To tell all the value I have received from THE REVIEW would be impossible.

A Satisfied Subscriber
Claude D. Huizing

Non-Coin Games By Daval

CHICAGO—Non-coin operated games for the coin machine operator!

To eliminate coin-game tax, Daval engineers have rebuilt their pre-war *American Eagle* and *Marvel* so that no insertion is necessary. There is no coin chute or cash box. The player pays when he finishes. Location attendant starts it off by unlocking the game's handle with a special key. A register totals the play. The numbers on the register are wiped out by re-inserting the key. However, a concealed register keeps a tabulation for check-up by the operator.

Daval started full-scale manufacture of the non-coin types when the Treasury Department confirmed the no-tax feature.

The firm is also making delivery of these games with coin apparatus.

GAMES, CONSOLE SLOT & VEST POCKET

REPAIRING and REFINISHING

All work guaranteed

Bring 'Em In!

— SEE —

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COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed **heavy paper, 65c a thousand in 25,000 lots, 75c single thousand.** Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

TODAY'S BARGAINS——
Cast Iron Pedestal Stands $3.75, Board for two machines 60c, three machines 90c, Heavy Aluminum Wall Brackets 85c, Tubular Coin Wrappers 75c single thousand, High Grade Charms 7 gross $5.25, Collection Books 55c a dozen, Record Sheets 20c per doz. Write for quantity prices. STANDARD SPECIALTY CO., 3021 38th Avenue, Oakland 2, Calif. (JJA-P)

POSTAGE STAMP MACHINES——
of every description, bought, sold or exchanged. New and used. J. ALPERT, 301 52nd St., West New York, New Jersey. (JJA-P)

WANTED FOR CASH——
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CORRESPONDENTS WANTED——
We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

NEW AND PRECISION REBUILT——
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (JJA-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

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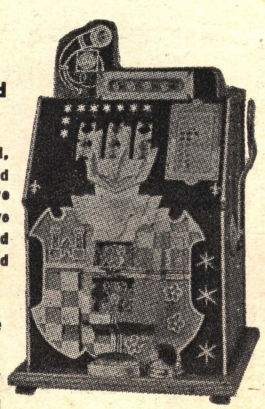

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

CIGARETTE AND CANDY VENDING——
machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (JAS-P)

WANTED TO BUY——
Used Gottlieb Grippers or Route in Southern California. BOX 780 Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Cal. (A-P)

OPERATOR'S ASSORTMENT——
Radios, Electric Clock, Wrist Watches, Gift Chests, Cigarette Lighters, Portable Mirror Chests, Scotties, Vanities, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minnesota. (A-C)

BALL GUM and Boston Baked Beans Wanted
Give price and quantity available in first letter
M. T. DANIELS
1027 University Avenue
Wichita 12, Kansas

DIGGERS FOR SALE——
All machines reconditioned, ready for location. 4 Buckley DeLuxe Model, $85.00 each; 2 Buckley Treasure Islands, $55.00 each; 3 Mutoscope Rotomatic Merchandisers, claw rotary type, $150.00 each. Terms, 1/3 with order, balance c. o. d. BRONSON CO., 426 W. Mulberry St., Baltimore 1, Maryland. (JAS-P)

FOR SALE——
Gum Venders: 17 Model N DuGrenier Chrome front, 4-column, 2 tab, 2 P. K., good condition, $10.00 each; 30 Forty-One Bar DuGrenier Candy Machines, $25.00 each, f.o.b. SILENT VENDING CO., 5727 Park Avenue, Kansas City 4, Missouri. (A-P)

WANTED——
10,000 feet of display and storage space in or near Coin Machine Row for Eastern Distributor opening in Los Angeles. BOX E-D7, COIN MACHINE REVIEW, 1115 Venice, Los Angeles 15.

DEVIE DEVLET——
Explains his 14c bid for Used Records. Devie will call and buy from your stock records of average appeal in fair shape except those numbers previously acquired in quantity. Devie has paid 14c for more than 200,000. Write or wire DEVIE, 127 Main Street, Seal Beach, Calif. (JAS-C)

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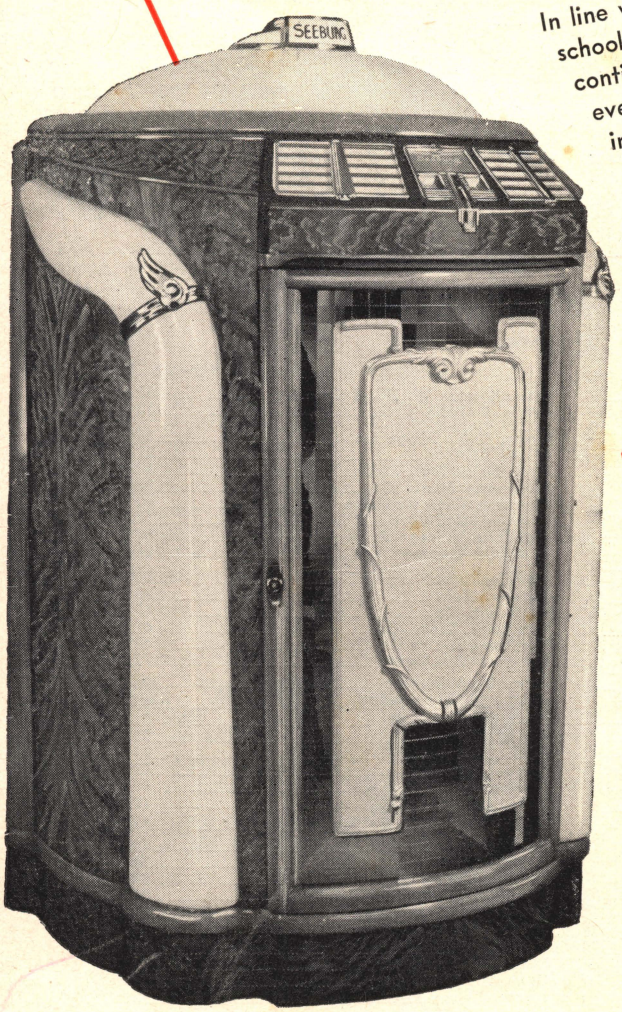

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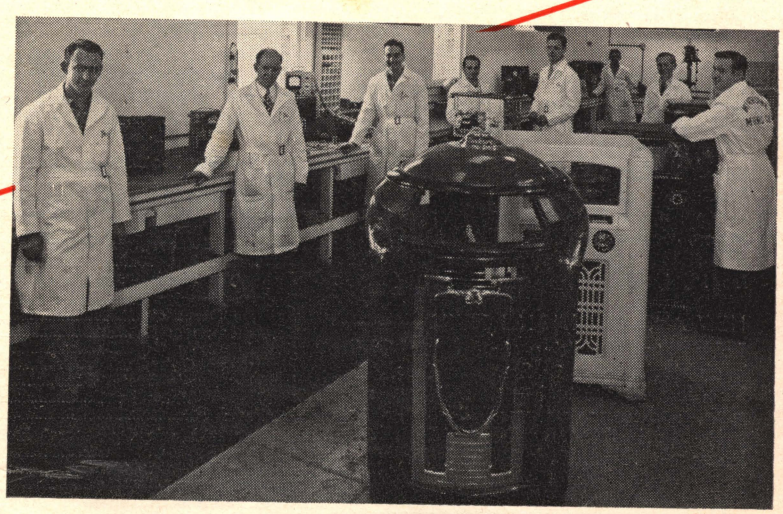

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